

Headline:

Engineering vs. Marketing – Game of Thrones Battle

Sub-Headline:

Engineers and marketers have always been at each other's throats, with one group purportedly overselling the technical capabilities of a product or making impossible demands, and the other group allegedly being uncooperative and anti-social. But you know how we can settle this fight? TRIAL BY COMBAT!

Cover Photo:

<http://i.imgur.com/EpDIQUm.gif>

Body Content:

Okay, maybe not. I'm pretty sure the Marketing and Engineering departments aren't gouging each other's eyes out or stabbing people in the chest with a trident during massive Royal Rumble-style fights to the death...

https://45.media.tumblr.com/tumblr_lyl9s7yeJv1rnoksyo1_500.gif

...or they're just keeping it a secret really well, because we all know what the first rule of Fight Club is. But the truth of the matter is, engineers almost always hate the marketing department because they feel that marketers exaggerate the technical capabilities of the product or always agree to the customer's insane demands – which mean more work for engineers. Marketers, on the other hand, think engineers never listen to what they say, and think of them as intellectually inferior.

For your company to work, these two departments need to see eye to eye. So how do you do that?

<http://img.pandawhale.com/117244-Tyrion-Tywin-trial-gif-Imgur-f-WVZY.gif>

Well, first off, you don't let them kill each other. Here are a few other tips:

1. Speak plainly

<http://media-cache-ec0.pinimg.com/originals/85/22/6f/85226f67f19ff2be88d2cd4bfc785226.jpg>

Say what you mean, and mean what you say. Don't try to hide your lack of knowledge and expertise behind buzzwords you saw on the dust jacket of a self-help book you didn't even buy. Marketers should tell the engineers what they need, and engineers should tell the marketers what is actually feasible.

2. Acknowledge each other's work

Both of you are doing hard work – acknowledge this. Stop assuming that your work is harder than the other, because neither of you will survive without working together. Marketers without a product are useless, and engineers who think their product will sell based solely on its technical merits are in for a rough awakening.

http://4.bp.blogspot.com/-K6y5jOfFT_8/VRhjFKjgSml/AAAAAAAAAcCQ/w6YnDVKcD4/s1600/hug%2Bgot.jpg

3. Open up your process

<http://img.pandawhale.com/84506-Khal-Drogo-come-at-me-bro-gif-Lic9.gif>

Though some may say that each group should be kept separate, there are benefits to actually letting them give inputs on the other group's work process. This is another step towards good communication, which is what everyone needs. Just make sure that their criticisms are constructive.

http://images-cdn.moviepilot.com/images/c_limit,h_230,w_500/t_mp_quality_gif/dgttlj2dt40hevo860uw/ned-stark-could-be-returning-for-game-of-thrones-season-6-but-not-as-you-remember-him-560081.jpg

Please take note though that if this goes wrong, your entire office could erupt into chaos...

<https://sandpaperblues.files.wordpress.com/2012/05/boom.gif>

<https://uproxx.files.wordpress.com/2012/05/noooooooooooooooooooooo.gif>

...but if you do it right, then you've just turned your bickering departments into an amazing superpower that's sure to propel your company forward.

http://media.tumblr.com/dfaf5e5d5404f74cfd32841783c52d0/tumblr_inline_mlnw9pXYHZ1qz4rqp.gif

Source:

<http://www.lincolnmartin.com/blogs/engineering-vs-marketing/>

<http://blogs.solidworks.com/solidworksblog/2014/04/marketing-vs-engineering-5-rules-for-peaceful-coexistence.html>

<http://www.bluecloudsolutions.com/blog/the-future-of-apps-engineers-vs-marketers/>

<https://4loc.wordpress.com/2011/09/09/marketing-vs-engineering/>