

INTRODUCTION Fast and inevitable change in present day caused by globalization phenomenon and scientific fast improvement in economic, social, political and industrial dimensions especially in two previous decades, were companied by tremendous changes in technology in information and relations. As it can be seen it in Fig. 1 it includes 4 dimensions Internal Marketing, Social Responsible Marketing, Integrated Marketing and Relationship Marketing [14]. Acceleration speed of these changes in deferent dimensions guide managers to improve inside processes of organizations and companies to help their survival in world that is more competitive than yesterday. On the other hand, marketing strategies and Alignment between them have a great importance in advance of organizational goal in implementation of Supply chain processes. The business processes that must necessarily be integrated and coordinated include: purchasing, manufacturing, marketing, logistics, and information processes. So, competitiveness, flexibility and products diversity are considered by productive organizations. Organizations review their strategies by different ways and find survival code in creating more satisfaction of customers. In this regard, one of the considered philosophies was Supply chain manger philosophy. Supply chains are valuable chains which include from Supplier scope up to final customers. Supply chain manager required unity and coordination in business processes during Supply chain to answer demand changes of final customers [1,2]. Holistic Marketing recognizes that everything .Matters