Existing competition and rapid technological growth, always demanding the company to change the internal business processes that are running. Presence of the development of information technology is continuously held in the last decade has increased the effectiveness and efficiency of existing business processes significantly. However, along with the development company needs constant and complex, businesses are required to hold any a company integration System. In this final project will develop a project in online.Where marketing management users can access and managing a company online using AJAX (ASYNCRONOUS JAVA SCRIPT & XML). AJAX combined with MySQL as a Data Base server with PHP as server-side script programming is technology underneath. So this final project is expected able to assist the development of the company in the marketing division to the front.

Keywords: Marketing Management, AJAX, MYSQL, PHP