**L6 DIGITAL MARKETING**

**Learning Outcome 5: ACTIVITY 1**

**SMALL GROUP ACTIVITY**

**Agile marketing**

Read [DeMers](https://hbr.org/2015/01/how-to-craft-an-agile-marketing-campaign) (2015) How to craft an Agile Marketing Campaign at <https://hbr.org/2015/01/how-to-craft-an-agile-marketing-campaign>.

Create an agile marketing plan for a product/service with which you are familiar. Include a schedule and outlines for Sprints and Scrums

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