**STRATEGIC MARKETING**

**Learning Outcome 1: Activity 1**

**GROUP ACTIVITY**

## **Understanding management**

In groups, choose a locally relevant organisation and write down a list of tasks the manager may undertake.

Think of the key stages of management: Planning, Organising, Leading and Controlling; and consider the importance of processes, relationships and functions. These could be daily, weekly, monthly or quarterly.  
  
Be prepared to present your assessment to the class for discussion.

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| **Organisation**  *Describe the organisation and briefly what it does - i.e. ShoeZone - a local shop that sells shoes* |
| **Sample tasks management may undertake** *i.e. financial planning, ordering stock from different suppliers, organising promotional campaigns and staff rotas, leading on the shop floor and with difficult customers, controlling staff breaks and behaviour* |