**STRATEGIC MARKETING**

**Learning Outcome 1: Activity 7**

**INDIVIDUAL ACTIVITY**

**Evaluating approaches to competitiveness**

Individually, in class or as homework, write a short (1000-word) essay describing each of the approaches to competitiveness, with case study examples from real life organisations. Appraising the strengths and weaknesses of each, and assess when each may be appropriate to use. Use the Study Guide and the Internet for research.

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