**STRATEGIC MARKETING**

**Learning Outcome 2: Activity 1**

**PAIRS ACTIVITY**

**Mission statements**

In pairs, using the Internet, discover and evaluate some mission statements of different types of organisations.  
  
Present one of those you discover to the class, and debate how the organisations are working towards these. Be prepared to discuss how these mission statements have impacted on the organisation’s marketing activities.

Try to focus on locally relevant organisations or global brands most people will be aware of.

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| **Organisation:**  **Mission statement:**  **Evaluation of how well it represents them:** |
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