**STRATEGIC MARKETING**

**Learning Outcome 3: Activity 1**

**GROUPS ACTIVITY**

**Models of control**

In groups, imagine you are the manager of an organisation and write the steps you would take to assert your assigned model of control - results, action, financial, people

Use these headers as a guide for your presentation back to the class, ensuring each member of your group speaks.

|  |
| --- |
| **Organisation** |
| **Model of control**  |
| **Steps this would involve** |
| **Examples of this in action** |
| **Evaluation of success** |