**STRATEGIC MARKETING**

**Learning Outcome 3: Activity 2**

**INDIVIDUAL ACTIVITY**

**Auditing**

Individually, in class or as homework, write a plan for how you would go about carrying out an audit within an organisation. This audit would focus on the organisation’s resources, and its readiness to deploy any marketing strategy - looking particularly for gaps to fill and opportunities to exploit.

Imagine the steps you would take in terms of both communication and process. Perhaps imagine the context of a specific organisation to help make your plan.

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| **Organisation/industry** |
| **Communication** |
| **Process** |