**STRATEGIC MARKETING**

**Learning Outcome 3: Activity 3**

**GROUP ACTIVITY**

**Implementation challenges**

In small groups, think about a marketing campaign you have been aware of recently.  
  
Consider some of the implementation challenges and issues this may have caused for the organisation. What actions might the marketing manager have undertaken to deal with these challenges and issues and to ensure the campaign was effective?

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| **Recent campaign** |
| **Potential challenges and actions** |