**STRATEGIC MARKETING**

**Learning Outcome 3: Activity 4**

**GROUP ACTIVITY**

**Internal marketing**

In small groups, following on from Activity 3, complete an internal marketing plan to engage key stakeholders including management and staff in different functions of the organisation. Present your plan back to the class in an exciting way, imagining you were pitching it internally. Also present the initial challenges you identified back to the class and explain how your internal marketing plan will help to solve these.

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| **Internal marketing plan** |
| **Assessment of how it will aid implementation challenges** |