**STRATEGIC MARKETING**

**Learning Outcome 5: Activity 2**

**PAIRS ACTIVITY**

**Marketing audits**

In small groups, using the Study Guide for assistance, imagine you are managing the marketing function at a small business.

Write an action plan for completing either a marketing organisation, strategy, productivity audit or a marketing systems audit as assigned. Include the steps you’d take (how you’ll gather your information) and the questions you’d ask.

|  |
| --- |
| **Briefly define the organisation** |
| **Steps to take***I.e. interview staff, check finance reports* |
| **Questions to answer***I.e. how time is allocated* |