

Name _____

The Exciting World of Marketing Managers

Open-Ended Response Questions

1. Imagine you are a Marketing Manager tasked with promoting a new smartphone. How would you approach creating a marketing campaign for it?
2. What are some challenges Marketing Managers might face when launching a new product, and how can they overcome these challenges?
3. How do Marketing Managers contribute to the success of the products or services they promote?
4. Can you think of a real-world scenario where a Marketing Manager's creativity played a crucial role in a successful marketing campaign? Describe the situation and its outcome.

