

Name \_\_\_\_\_

## The Exciting World of Marketing Managers

### Short Answer Key

1. The primary responsibility of a Marketing Manager is to boost sales, increase brand visibility, and connect with the target audience.
2. One important skill that Marketing Managers need to have is creativity.
3. A Marketing Manager might start the morning by checking emails and responding to urgent messages.
4. Digital marketing knowledge is important for Marketing Managers because it helps them navigate online advertising, social media marketing, and SEO.
5. The purpose of analyzing customer feedback and market research is to refine marketing strategies and make informed decisions.

