

Name _____

The Exciting World of Marketing Managers

Open-Ended Response Answer Key

1. Answers may vary, but a marketing campaign for a new smartphone could include creating engaging social media ads, conducting influencer partnerships, and highlighting the smartphone's unique features in online videos and reviews.
2. Challenges in launching a new product may include competition, market saturation, and limited budgets. Marketing Managers can overcome these challenges by conducting thorough market research, targeting niche audiences, and leveraging creative marketing strategies.
3. Marketing Managers contribute to the success of products or services by developing effective marketing strategies that generate interest, drive sales, and build brand loyalty.
4. A real-world scenario could involve a Marketing Manager developing a memorable and viral advertisement that significantly increased a product's sales and brand recognition.

