

Marketing assignment

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**ASSIGN
BUSTER**

Director of marketing at right-away: Higher salary, will be promoted to vice president in a few years, So much marketing responsibility based only on a summer's internship unsure the vice president of operations' reaction to her —small company, headquarters were in a rundown warehouse section

Assistant product manager at Housework's Home care division: Receive classic marketing training In a structured environment from an industry leader An established consumer products group, a conservative company , - consumer packaging companies, would not know until the first day of work who her boss was Home care Is a highly structured environment with many rules. The Home care division was becoming increasingly dominated by people holding MBAs. The lack of upward mobility in Home Care beyond their level Second week: briefing task - hesitated to ask for more responsibility for fear of coming across as an aggressive MBA Third week: articulated and persuasive presentation by Linton Even she did have an opinion, she usually deferred to them. Recall learning mode comment, she thought it best to be quiet and act like a learner. Brenner think to become successful in marketing in Home Care is, enthusiastic but now pushy, ambitious, creative, and analytical.

Don't stay at the office after 6 pm Fifth week, analyze sales data and to write a memo: she expected to be more involved in all aspects of the brand business " loyalty to one's superiors was essential in the corporate world"

Six weeks, Linton still had not given Benton her objectives. Third and fourth months - few incidents Marketing By Imagination How did Lisa get into this mess? Could she have done anything differently? What So much marketing responsibility based only on a summer's internship Unsure the vice president

of operations' reaction to her Receive classic marketing training in a structured environment from an industry , ---consumer Home care is a highly structured environment with many rules.