# 252209 FORMATIVE ACTIVITIES

### Formative Assessment 1

#### In Your Groups

You, as a group, have been tasked by your organisation to convince another organisation of the benefits of marketing to their products. You may use any example of these products (or services), but you need to convince them that the marketing component in their organisation requires attention. This must be done by explaining to them how marketing will assist them and of what importance marketing is to their company.

Prepare your points for the other organisations’ delegates (who will be the rest of the class) and then present it to them. You have to give them time to ask questions to which you need to respond, as a group.