

Chapter 8: Marketing Management

Name_____

When you think of the term manager, what comes to mind? List 5 things...

1.

2.

3.

4.

5.

Describe a good or bad experience you had with a manager ...

Define management:

Define manager:

What are the 3 levels of vertical organizational management?

What are the responsibilities of top managers?

Go online and find out how much each of the following earn per year?

1. Google CEO

2. Amazon CEO

3. Apple CEO

4. Tesla CEO

What is the difference between middle management and supervisory management?

Horizontal Management

Read the article: <https://www.business.com/articles/implementing-horizontal-management/>

List 5 reasons why horizontal is better than vertical.

1.

2.

3.

4.

5.

Which organization do you prefer?

What are the 3 functions of management?

1.

2.

3.

Define Mission Statement

After watching the video on how to write a mission statement, write a 3-5 sentence mission statement for yourself.

List the 10 Effective Management Techniques
