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| 1. The goal of Techwave’s analytics business line is to make strategic touchpoints with its c-suite audience in its target accounts. Identify new ways to reach this influential group with provocative new ideas and insights that position the world of analytics and cognitive as tangible, instrumental and business-driving.   Your job is to present a plan to Techwave’s Analytics BU head that outlines the current state of permeation in these target accounts, a short term quick-hit tactic (4-6 months) and a long-term (1-2 years) strategy.  Develop a few slides for a leadership meeting outlining what are the KPI’s to report the current state, what’s your short term approach and a strategic brief of long term strategy. | * Structured strategic thinking * Understanding of marketing KPI’s * Problem solving |
| 1. Gartner released its BI and analytics report. Draft an internal communication message for the leaders to increase awareness and engagement with the report.   <https://b2bsalescafe.files.wordpress.com/2018/03/magic-quadrant-for-analytics-and-business-intelligence-platforms.pdf> | * Communication   + Purpose   + Package   + Presentation |
| 1. Techwave has recently appointed a new Retail Industry leader in 2019. As a marketing manager for Retail industry you have a one hour meeting with the leader to walk through what you accomplished in 2018 & discuss marketing strategy for this year.   Develop a presentation for the meeting. | * Structured strategic thinking * Understanding of marketing KPI’s * Understanding of strategic framework |