

# Marketing Department Assessment

## Questions to Ask to Support Your Marketing Department

Goals	What goals are driving the department?
Budget	Are budget requests clearly tied to business goals?
Budget	Is ROI measured for expenses?
Budget	What are the minimum resources required to accomplish the department goals?
Timelines	Are timelines realistic or unrealistic?
Timelines	Are scrambling or heroics required to finish projects?
Team	Are there superheroes or emergencies?
Team	Are marketing teammates united?
Team	What processes could be implemented to help everyone do a better job?
Planned vs. Unplanned Work	How much work is planned?
Planned vs. Unplanned Work	What unplanned work is currently being worked on?
Planned vs. Unplanned Work	How is quality of work and team moral being impacted by planned / unplanned work?
Planned vs. Unplanned Work	What processes are in place to schedule and manage the work?

Responsibility of Leadership	Are objectives clearly stated and being executed against?
Responsibility of Leadership	Is each team member being taken care of?
Responsibility of Leadership	Are tasks being measured and is the work clearly seen?

## Marketing Directors

If you're looking for a creative partner to support your marketing department: drop a line or shoot an email and let's discuss your next project – 470-225-6814 or [hello@mocktheagency.com](mailto:hello@mocktheagency.com)

We hope you found this assessment helpful.

Sincerely,  
MOCK, the agency

