**MANAGING STAKEHOLDER RELATIONSHIPS**

**Learning Outcome 2: ACTIVITY 13**

**PAIRED ACTIVITY**

**4Cs Framework**

Choose a brand with which you are familiar. Review the brand against Jobber and Ellis-Chadwick’s 4Cs Framework.

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| **Clarity** |  |
| **Credibility** |  |
| **Consistency** |  |
| **Competiveness** |  |