**MANAGING STAKEHOLDER RELATIONSHIPS**

**Learning Outcome 3: ACTIVITY 9**

**HOMEWORK ACTIVITY**

**Climbing the relationship marketing ladder of loyalty**

As a customer, you will have different relationship levels with different organisations. Identify an organisation at each level of the relationship marketing ladder of loyalty and give reasons to explain why your relationship with the organisation is at that level.

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| **Partner** |  |
| **Advocate** |  |
| **Supporter** |  |
| **Client** |  |
| **Customer** |  |
| **Prospect** |  |