**STRATEGIC MARKETING RELATIONSHIPS**

**Learning Outcome 1: Activity 8**

**GROUP ACTIVITY**

**Identify the business network**

Mikel works as the Chief Marketing Officer for a large food manufacturer. He is responsible for the marketing of the company’s brands on a global basis.

After leaving university, Mikel began his career with the organisation where he was a graduate trainee. He worked for several years in Sales and Business Development before moving to the marketing function. Mikel worked on various international brands for the company. His ability to speak different languages meant that he spent time in two different subsidiaries of the business in two different countries before coming back to work in the global head-quarters.

Mikel did an external marketing qualification and undertook an MBA. He believes that this has helped him gain a position in the company as a senior manager. Mikel is active in his local branch of the Association of MBAs where he often meets MBA graduates and executives from other businesses.

Mikel uses a wide number of external agencies to support the organisation’s marketing strategy, including advertising agencies, sales promotion agencies and digital media companies. However, nowadays, he leaves most of the day to day brand work to his team and is more involved at a strategic level with the Board.

1. In small groups, identify the business networks that Mikel has:
2. Critically assess the implications of networks for marketers.