**STRATEGIC MARKETING RELATIONSHIPS**

**Learning Outcome 2: Activity 1**

**GROUP ACTIVITY**

**Hierarchy of effect models**

Your tutor has divided you into three groups and allocated each group one of the following models:

1. AIDA
2. Dagmar
3. Lavidge & Steiners’ Hierarchy of effects model.

Each group should research and prepare a presentation describing the model and critique whether it is still applicable in today’s marketing environment.

Be prepared to share your thoughts with your fellow learners.