**STRATEGIC MARKETING RELATIONSHIPS**

**Learning Outcome 3: Activity 10**

**PAIRS ACTIVITY**

**Personal networks**

Appreciative enquiry:

Interview your study partner and list the social groups to which they belong.

Provide examples of your partner’s perceptions of in-groups and out-groups.

Critically assess how understanding personal networks can help marketers build long-term relationships.

Be prepared to share your thoughts with your fellow learners.