**STRATEGIC MARKETING RELATIONSHIPS**

**Learning Outcome 3: Activity 3**

**GROUP ACTIVITY**

**Categories of exchange**

Working in one of four groups, you will be allocated by your tutor one category of exchange from the following:

1. Supplier – goods supplier, services supplier
2. Buyer – immediate customer and ultimate customer
3. Lateral – competitors, non-for-profit organisations, government organisations
4. Internal – business units, employees, functional departments.

Your group needs to imagine you are the Marketing Director for a small charity.

Give examples of the types of exchanges you may have in the category which you have been allocated.

Be prepared to share your thoughts with your fellow learners.