**STRATEGIC MARKETING RELATIONSHIPS**

**Learning Outcome 3: Activity 4**

**PAIRS ACTIVITY**

**Nature of relationships**

Working in pairs, select an industry sector.

List an example of each type of relationship - intimate, face to face, distant, no contact.

Identify different strategies that you can adopt as a marketer for each type of relationship in your chosen sector.

Be prepared to share your thoughts with your fellow learners.