**STRATEGIC MARKETING RELATIONSHIPS**

**Learning Outcome 3: Activity 5**

**GROUP ACTIVITY**

**Relationscape**

Gummesson identified three different types of relationships in business:

* Active relationships are the current relationships the business has.
* Visible relationships are defined as relationships that can be perceived and identified as possible business partners.
* Invisible relationships are defined as relationships that in fact would be possible business partners but are not perceived as such by the firm.

He stated that active, invisible and visible relationships can comprise both positive and negative elements for a business.

List the six strategies you can adopt for each aspect of the relationscape below:

|  |  |  |  |
| --- | --- | --- | --- |
|  | Invisible relationships | Visible relationships | Active relationships |
| Positive impact (adds value) | **Strategy 1?** | **Strategy 2?** | **Strategy 3?** |
| Negative impact (detracts value) | **Strategy 4?** | **Strategy 5?** | **Strategy 6?** |

Be prepared to share your thoughts with your fellow learners.