**STRATEGIC MARKETING RELATIONSHIPS**

**Learning Outcome 3: Activity 7**

**GROUP ACTIVITY**

**Examples of strategic alliances**

Working in one of the six groups advised by your tutor, each group will be allocated one of the following types of strategic alliance:

* Horizontal
* Vertical
* Intersectional
* Joint ventures
* Equity alliances
* Non-equity strategic alliances.

Research and provide an example of the type of strategic alliance you have been allocated.

Be prepared to share your thoughts with your fellow learners.