**STRATEGIC MARKETING RELATIONSHIPS**

**Learning Outcome 4: Activity 10**

**GROUP ACTIVITY**

**Compare and contrast the planning frameworks**

Refer to the Payne and Frow framework outlined on page 171 of the PDF:

<https://www.academia.edu/5398630/A_Strategic_Framework_for_Customer_Relationship_Management_Author_s_Adrian>.

and refer to the SOSTAC ® framework.

Compare and contrast the two different planning frameworks. Critically assess when it may be appropriate to use each framework.

Be prepared to share your thoughts with the rest of the group.