

MKTG 3600 – Exercise #6

Relationship Building Assignment

FIRST STEP: There is material in the course pack (Chapter 15), lecture notes on the course web site, and a video lecture available that deals with the relationship building topic. Review this material first and use it for the conceptual and practical basis for this assignment. The web link for the video is

<http://mediasite-ex.it.wmich.edu/Mediasite50/Viewer/?peid=8a99c0bc19684a6aa21044b48c3d57f4>

THE TASK: Identify one person you know that you believe is or could be key to your early career success. You should have at least a basic relationship with this person already (not someone you still need to meet). I cannot be the person you identify. **For this person do the following....**

Why? In a short paragraph explain why this person is important to you. How will having a better relationship with this person potentially benefit you?

Interests:

1. **ID INTERESTS:** What are this person's interests: see if you can identify at least 2 business interests and 2 personal interests via what you already know or some research. If you really can't find out at this point then I want you to explain your plan for finding out.
2. **PLUG INTO INTERESTS:** Pick one business interest and one personal interest and indicate how you will plug yourself into that interest. So if this person is a big Detroit Tigers fan I want to know how you will stay up-to-date on the Tigers? This should be very specific and concrete.

Network Map:

1. **DRAW A MAP:** Draw a map of the network this person is embedded in. (yes, actually draw out a map – it can be handwritten or typed)
2. **ID "Bonus" CONNECTIONS:** What connections does this person have that might end up being valuable to you? Making contact with these other connections may be part of your plan below.

6 Month Plan:

1. **GOAL:** What is your goal for the relationship? Where do you want it to be in 6 months?
2. **CONTACT INTERVAL:** What is your contact interval for this person and thus how many times do you plan to interact with them over the next 6 months?
3. **CONTACT METHODS:** What contact methods do you plan to employ?
4. **SET CALENDAR:** When will you specifically contact them? I want to see the actual calendar dates and the specific contact activity you plan to employ.

Do the above steps (and sub-steps) for this person, and make it look professional / easily readable. You must use the same headings as above (the four bolded ones) in order to make it easy to follow.

GRADING: Your grade will be based off of the following criteria:

1. **Business Professional Document:** Your document should be easy to follow and well organized and presented in a professional manner (the exception can be if you hand draw the map). The plan must be limited to one sheet of paper (front & back if necessary, though not required)
2. **Content Quality:** Was each area covered with appropriate depth and appropriate specificity? High scoring plans will be very concrete and specific. If you executed this plan is it likely you would achieve your relationship goal.