

MKTG 4600

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 TASK:

Identify three people you know (at least by name) that you believe are (or could be) key to your early career success.

For each of these three people 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: for each of the three people you identified answer the following questions:

1. **ID INTERESTS:** What are this person's interests: see if you can identify at least 3 business interests and 3 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 for instance most of you know I am a big Boston Red Sox fan, so if I were your target, how will you stay up-to-date on the Red Sox? This should be very specific and concrete. So for instance don't just say I will check the baseball scores, but instead I want to see that you will add "Red SOX" headlines to your Yahoo home page or such. Be that specific.

Map: Map out the network this person is embedded in by considering the following questions:

1. **DRAW A MAP:** What do you already know about this person – literally 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 NETWORK AFFILIATIONS:** What are the top two "network affiliations" that this person has that you would like to connect with? Network Affiliations are people within the network of this person.
3. **CONNECTION PLAN:** For both of these "network affiliations" explain your plan to become connected with them. Specifically consider the following elements:
 - What level of relationship you would hope to develop?
 - How you will initiate the contact? (what is the first concrete step?)
 - And add when you will get this done to the "6 Month Plan" below

4. **ID NETWORK REFERRALS:** Identify at least two people that you know that you can refer to this person to further expand their network? How would these referrals benefit this person?

6 Month Plan: For the three primary people you identified please answer the following questions:

1. **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?
2. **CONTACT METHODS:** For this person what contact methods do you plan to employ?
3. **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. At least one of the contacts for each of the three targets must be scheduled (and executed!) by October 25.

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

NOTE: Very well done ones in the past have devoted a sheet of paper per person (often front & back per person) and this was sufficient depth.

See the Syllabus for the due date for this assignment.