

Calvin Tucker Jr
Professor Bohn
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Strategic Marketing Management
Relationship Marketing

Blessed Productions is located in Hartford, Connecticut. For this non-profit to increase in size and numbers, establishing relationships and partnership is a prime factor. CEO, Calvin Tucker Jr, has connections with different record labels, as well as radio stations, since he has a strong musical background. Blessed Production will be in partnership with radio station, Hot 93.7, which is known as Connecticut's #1 for Hip Hop & Rnb music. With making this deal, there will be numerous events to keep the youth away from street and gang affiliation violence. If Hot 93.7 really loves the music that young artists and producers of Blessed Productions create, there will be a possible chance of radio play.

Radio play will only encourage youth to continue to work hard in music, and give them a chance to tell their truth through the music. Not only that, it will continue to create opportunities for scholarships to children who want to study music in the future to colleges in the area, such as University of Hartford, University of Connecticut, and etc. Blessed Production will also be in partnership with The Hartford. The Hartford is a company that helps out small businesses, while bringing financial assistance. The Hartford will also have many young adults to help volunteer throughout the business.