



<b>Course Code</b> MBA-711	<b>Course Title</b> Relationship Marketing	<b>ECTS Credits</b> 7.5
<b>Department</b> School of Business	<b>Semester</b> Fall, Spring, Summer	<b>Prerequisites</b> MBA-667
<b>Type of Course</b> Elective	<b>Field</b> Marketing	<b>Language of Instruction</b> English
<b>Level of Course</b> 2 <sup>nd</sup> Cycle	<b>Year of Study</b> 2 <sup>nd</sup>	<b>Lecturer(s)</b> Dr Rudi Kaufmann
<b>Mode of Delivery</b> face-to-face	<b>Work Placement</b> N/A	<b>Co-requisites</b> None

### **Objectives of the Course:**

1. make students aware of Relationship Marketing (RM) principles, philosophy, value and the contrast to traditional marketing principles and context
2. thoroughly cover the importance of value, identity, trust and communication for the winning and retaining of customers; provide students with in-depth knowledge on how to construct and sustain customer relationships, and formulate recommendations based on a variety of business scenarios (case studies)
3. discuss level of closeness appropriate based on various business situations
4. introduce the role of technology in customization strategies in RM and the means and methods through which technology can be practically integrated into RM implementation
5. thoroughly discuss the importance and value of non-customer stakeholders and cover RM principles to develop strategies and tactics to enhance their retention, recruitment and collaboration.

### **Learning Outcomes:**

1. critically assessing the reasons for the development of Marketing towards the relationship era
2. calculate the importance of profitable long-lasting relationships with key customers for marketing success
3. develop applications to achieve customer loyalty
4. reflect on current abilities regarding relationship building, for example, in applied face to face selling behavior
5. explain that relationship building embraces all internal and external stakeholders on all levels (macro, organizational and corporate level)
6. explain and apply the newest development in CRM referring to relating the company to the identity of the customers and its benefits (i.e. attracting resources)
7. explain the rationale and strategies of Multi Channel Management

## **Course Contents:**

1. Introduction and a 'bird's eyes view'
  - Why are relationships important?
  - CRM embedded in the concept and evolution of Marketing
  - What is a consumer? Consumer Decision Making (End-user and B2B)
2. Customer Loyalty- the customer as a loyal 'friend'
  - Customer Life Time Value- 'relationships pay off'
  - The customer loyalty chain
  - Relationships as assets for the business model
  - The relation between internal relations (corporate culture), Leadership and Behavioral Branding
3. Direct Marketing
  - Competitive Advantage by Direct Marketing
  - Personal Selling- 'the moment of truth'
  - Data Base Marketing: Data Mining and Data Warehousing
4. Identity
  - Definition and application to attract resources
  - Case Study 1: CRM in Museums
  - Discussing the Article: CRM in Hotels
  - 'relationships penetrate all levels': The importance of relationships on different levels (macro, meso, individual)
  - Case Study 2: Liechtenstein Case: CRM in Private Banking (offshore centers)
5. Multi Channel Management- 'building several bridges to customers'
7. Group project and presentation

## **Learning Activities and Teaching Methods:**

An emphasis is put on a balance between 'learning from role models' (i.e. lecturer, guest lecturers), cognitive learning (conceptual understanding, analysis of journal papers and book contributions, videos with analysis), interactive learning (group discussions and role games), co native learning (case studies) and learning by conducting own research activities.

**Assessment Methods:**

Group project and Project Presentations, Assignment 'In the News' (Mid-Term), Final Exam
--

**Required Textbooks/Reading:**

<b>Authors</b>	<b>Title</b>	<b>Publisher</b>	<b>Year</b>	<b>ISBN</b>
Egan, John	<i>Relationship Marketing: Exploring relational Strategies in Marketing. 3<sup>rd</sup> Edition</i>	Pearson Education Ltd. England	2008	978-0-273-71319-7

**Recommended Textbooks/Reading:**

<b>Authors</b>	<b>Title</b>	<b>Publisher</b>	<b>Year</b>	<b>ISBN</b>
Little, E. and Marandi, E	Relationship Marketing Management	Thompson/England	2003	
Kaufmann, H.R.	International Customer Behavior and Retailing Research	Dr. Kovac	2006	3-8300-2194-1
Journal of the Academy of Marketing Sciences				
EuroMed Journal in Business				