



## Course Syllabus

<b>Course Code</b>	<b>Course Title</b>	<b>ECTS Credits</b>
MKTG-375	Relationship Marketing & Internal Marketing	6
<b>Prerequisites</b>	<b>Department</b>	<b>Semester</b>
None	Management	Fall / Spring
<b>Type of Course</b>	<b>Field</b>	<b>Language of Instruction</b>
Required	Marketing	English
<b>Level of Course</b>	<b>Lecturer(s)</b>	<b>Year of Study</b>
1 <sup>st</sup> Cycle	Dr. Erasmia Leonidou	3 <sup>rd</sup> or 4 <sup>th</sup>
<b>Mode of Delivery</b>	<b>Work Placement</b>	<b>Co-requisites</b>
Face-to-face	N/A	None

### Course Objectives:

The main objectives of the course are to:

- Outline the Evolution of Relationship Marketing
- Identify the key concepts of Relationship Marketing
- Describe the Relationship Marketing Planning Process
- Explain the Implementation and Control phases of Relationship Marketing
- Outline the Evolution of Internal Marketing
- Describe and apply the underlying principles of Internal Marketing
- Illustrate the relationship of Internal and External Marketing
- Explain the implementation process of Internal Marketing

## Learning Outcomes:

After completion of the course students are expected to be able to:

1. Identify and explain the conceptual foundations of Relationship and Internal Marketing
2. Identify and explain the key characteristics and drivers of Relationship and Internal Marketing
3. Describe the planning and implementation processes of Relationship and Internal Marketing
4. Explain the contribution of Relationship and Internal Marketing to organizational success
5. Design and develop a relationship and/or internal marketing strategy.

## Course Content:

1. **Traditional versus Relationship marketing**  
(developments in the field of marketing over the past 50 years, have rendered the traditional approach to marketing inappropriate, and highlight the need for an alternative to traditional marketing)
2. **The underlying principles and key characteristics of Relationship Marketing**  
(Definition of RM and its constituent elements, and examination of the key underlying principles. The aim is to help the students understand the distinction between RM and the traditional marketing paradigm. An examination of the main characteristics of RM assists the students in understanding its nature)
3. **The key drivers of Relationship Marketing**  
(Creating value for the customer; Creating value for the organization; Building market relationships: the six markets model)
4. **The Planning Process of Relationship Marketing**  
(sets down a road map for the adoption of a relational approach to strategy)
5. **Relationship marketing: integrating quality, customer service and marketing**  
(the aim is to examine the so called 'hard issues' of the implementation process i.e. strategy, structure, and systems that are used by senior level managers in order to implement RM. 'Soft issues' of RM such as shared values, staff, skills, and style will also be examined since they contribute to the creation of a corporate culture that supports RM)
6. **Managing relationships in networks**  
(the focus is on maintenance issues; the identification and evaluation of tools available for monitoring and measuring relationships, both at strategic and tactical levels)
7. **The underlying principles of Internal Marketing**  
(a study of the definitions of IM, its underlying ideas and key characteristics)
8. **The relationship between internal marketing and other divisions of a company**

(Internal marketing and human resource management; Internal marketing and sales; Internal marketing and R&D)

**9. The Planning process of Internal Marketing**

(a study of the steps followed in developing plans for the successful implementation of IM)

**10. The Implementation and Control process of Internal Marketing**

(Examination of implementation and control approaches adopted by various organizations)

**Learning Activities and Teaching Methods:**

- Faculty Lectures
- Directed and Background Reading
- Case Study Analysis and Discussion
- Academic Paper Discussions
- In-Class Exercises
- Presentations

**Assessment Methods:**

Attendance and Participation, Individual Assignment, Group Project, Final Exam

**Required Textbooks / Readings:**

<b>Title</b>	<b>Author(s)</b>	<b>Publisher</b>	<b>Year</b>	<b>ISBN</b>
Transforming relationship marketing: Strategies and business models in the digital age.	Thaichon Park and Ratten Vanessa	Routledge	2020	9780367548179
Internal Marketing: Theories, Perspectives, and Stakeholders.	Brown David M.	Routledge	2020	978-0367532925

**Recommended Textbooks / Readings:**

<b>Title</b>	<b>Author(s)</b>	<b>Publisher</b>	<b>Year</b>	<b>ISBN</b>
Relationship Marketing: Creating Stakeholder Value	Martin Christopher, Andrian Payne and David Ballantyne	Routledge	2015	1138136948
Internal Marketing: Another Approach to Marketing for Growth	Tatsuya Kimura	Routledge	2017	1138651109
Internal Marketing (Chartered Institute of Marketing)	Pervaiz K. Ahmed and Mohammed Rafiq	Routledge	2016	1138177660