# UNIVERSITY *of* NICOSIA

## Course Syllabus

| Course Code | Course Title | ECTS Credits |
|---|---|---|
| MBAN-711 | Relationship Marketing | 7.5 |
| **Prerequisites** | **Department** | **Semester** |
| None | School of Business | Fall, Spring, Summer |
| **Type of Course** | **Field** | **Language of Instruction** |
| Elective | Marketing | English |
| **Level of Course** | **Lecturer(s)** | **Year of Study** |
| 2$^{nd}$ Cycle | Dr. Rudi Kaufmann | 1$^{st}$ or 2$^{nd}$ |
| **Mode of Delivery** | **Work Placement** | **Corequisites** |
| Face to Face | N/A | None |

**Course Objectives:**

The main objectives of the course are to:

- Deepen understanding on the differences of principles, philosophy, value orientation of Relationship Marketing (RM) contrasting them with those of traditional marketing.

- By an applied science approach, thoroughly covering the importance of value, identity, trust and communication for the winning and retaining of B2B customers and B2C consumers; providing students with in-depth knowledge on how to construct and sustain customer relationships differentiated by levels of closeness, customer engagement and strategic priorities.

- Integrating the role of modern IC technology in customization strategies in RM and the means and methods through which technology can be strategically and operationally applied for RM implementation.

- Providing the students with a holistic system perspective including the importance and value of non-customer stakeholders and eco-systems.

**Learning Outcomes:**

After completion of the course students are expected to be able to:
1. Students critically assess the reasons and variables for the development of Marketing towards the relationship and brand love era.

2. Based on reflection on theory, students develop practical recommendations for value and relationship based integrated traditional and online communication strategies (i.e. Social Media; Multi Channel Management) to engage consumers and customers to become co-creators in a variety of business scenarios (case studies).

3. Students learn to select and evaluate key accounts and prioritized consumer segments based on evaluation criteria of a successful CRM system via appropriate software.

4. Students reflect on their current abilities regarding relationship building and appraise them (i.e. Emotional Intelligence and Intercultural Competence).

5. Students value that relationship building embraces all internal and external stakeholders (behavioral branding; eco-system) and design appropriate sustainability strategies on all levels (macro, organizational and individual level).

**Course Content:**

1. Introduction and a 'bird's eyes view'
- Why are relationships important?
- RM embedded in the concept and evolution of Marketing towards brand love
- What is a consumer and customer? Factors of Consumer Decision Making (End-user and B2B)
- Eco-Systems and Corporate Diplomacy
2. The interdisciplinary concept of Identity
- Definition and application to attract resources
- Mini Case Study: Attracting sponsoring for universities
- Case Study 1: CRM in Museums
- Discussing the Article: CRM in Hotels
- Case Study 2: Liechtenstein Case: CRM in Private Banking (offshore centers)
- Online communication strategies to engage consumers and brand love communities (i.e. Apple, Google, Starbucks); dealing with the new phenomenon of brand hate communities
3. The Value of Consumers and Customers
   - Customer Life Time Value- 'relationships pay off'
   - The customer loyalty chain
   - CRM Systems and Key Account Management (i.e. SAP)
   - Data Analysis and Data Mining/Data Warehousing

- Relationships as assets for the business model
- The relation between internal relations (corporate culture),
  Leadership and Behavioral Branding
4. Multi-Channel Management- 'building several integrated bridges to diverse customers.
5. 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 / Readings:**

| Title | Author(s) | Publisher | Year | ISBN |
|---|---|---|---|---|
| Encouraging Participative Consumerism Through Evolutionary Digital Marketing: Emerging Research and Opportunities | *Kaufmann, H.R. and Manarioti, A.* | IGI Global/US | 2017 | EISBN13: 9781683180173 |

**Recommended Textbooks / Readings:**

| Title | Author(s) | Publisher | Year | ISBN |
|---|---|---|---|---|
| Customer Relationship Management | Peelen, E. And Beltman, R. | Pearson Education Ltd. England | 2014 | ISBN-13: 978-0273774952 (e-Book available) |

Academic Papers (from for example the Journal of Product and Brand Management, Journal of Services Marketing, Journal of Services Quarterly,  Journal of the Academy of Marketing Sciences, EuroMed Journal in Business)