



Course Syllabus

Course Code	Course Title	ECTS Credits
MKTG-375	Relationship and Internal Marketing	6
Prerequisites	Department	Semester
MKTG-291	Marketing	Fall
Type of Course	Field	Language of Instruction
Elective	Marketing	English
Level of Course	Lecturer(s)	Year of Study
1 st Cycle	Prof Ioanna Papasolomou	3 rd or 4 th
Mode of Delivery	Work Placement	Co-requisites
Face-to-face	N/A	None

Course Objectives:

The main objectives of the course are to:

- Learn about the Evolution of Relationship Marketing
- Identify the key concepts of Relationship Marketing
- Understand the Relationship Marketing Planning Process
- Understand the Implementation and Control phases of Relationship marketing
- Learn about the Evolution of Internal Marketing
- Understand and implement the underlying principles of Internal Marketing
- Recognize and appreciate the relationship of Internal and External Marketing
- Understand the implementation process of Internal Marketing

Learning Outcomes:

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

1. Identify and understand the conceptual foundations of Relationship and Internal Marketing - students are expected to be able to comprehend the underlying principles and values that are at the heart of the two concepts
2. Identify and understand the key characteristics and drivers of Relationship and Internal Marketing - students should be able to understand the key characteristics of the two concepts in order to be able to distinguish them from the marketing discipline
3. Understand the planning and implementation processes of Relationship and Internal Marketing - students are expected to be able to generate understanding in relation to the steps followed in the planning and implementation processes of the two concepts in order to be able to put the theory into practice

4. Comprehend the contribution of Relationship and Internal Marketing to organizational success - upon the completion of the course the students should be able to realize the rationale behind the adoption of Relationship and Internal Marketing on the basis of its contribution to meeting for example the organizational goals of customer satisfaction, employee satisfaction, customer loyalty and retention and financial 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 (a detailed examination of the three crucial concepts/drivers of RM – satisfaction, trust and commitment – and examines their role in the formation and maintenance of relationships)
4. The Planning Process of Relationship Marketing (sets down a road map for the adoption of a relational approach to strategy)
5. The Implementation of Relationship Marketing Programmes (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. Monitoring and Controlling relationships (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 and external marketing (a detailed examination of the relationship between EM and IM in order to uncover similarities, differences and how the two concepts complement and support each other)
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:

Participation, Individual Assignment, Project, Final Exam

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Relationship Marketing Management	Little, E. and Marandi, E.	Thomson	2003	1-86152-931-7
Internal Marketing (Chartered Institute of Marketing)	Ahmed P.K. and Rafiq, M.	Butterworth-Heinemann	2002	0-750-648-384
Internal Marketing: Directions for Management	Varey, R.J. and Lewis, B.R.	Routledge	2000	0-415-21318-5

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
The IABC Handbook of Organisational Communication: A Guide to Internal Communication, Public Relations, Marketing and Leadership	Gillis, T.	John Wiley and Sons	2006	13:978-0-78-79-80801
Relationship Marketing	Gordon, I.	Wiley	2006	0-471-64173-1
Relationship Marketing: Exploring Relational Strategies in Marketing	Egan, J.	Pearson Education	2008	0273713191
Relationship Marketing: Management of Customer Relationships	Bruhm, M.	Pearson Education	2002	0273676016