



# UNIVERSITY OF NICOSIA

## ΠΑΝΕΠΙΣΤΗΜΙΟ ΛΕΥΚΩΣΙΑΣ

### University of Nicosia, Cyprus

<b>Course Code</b> MKTG-375	<b>Course Title</b> Relationship and Internal Marketing	<b>ECTS Credits</b> 6
<b>Department</b> Marketing	<b>Semester</b> Fall	<b>Prerequisites</b> Marketing MKTG-291
<b>Type of Course</b> Elective	<b>Field</b> Marketing	<b>Language of Instruction</b> English
<b>Level of Course</b> 1st Cycle	<b>Year of Study</b> 3 <sup>rd</sup>	<b>Lecturer(s)</b> Dr Ioanna Papasolomou
<b>Mode of Delivery</b> Face-to-face	<b>Work Placement</b> N/A	<b>Co-requisites</b> None
<b>Recommended Optional Programme Components:</b> N/A		

### Objectives of the Course:

The main objectives of the course are to:

- Learn about the Evolution of Relationship Marketing.
- Understand the key concepts of Relationship Marketing.
- Understand the Relationship Marketing Planning Process.
- Understand the Implementation and Control phases of Relationship marketing.
- Understand the Evolution of Internal Marketing.
- Understand the underlying principles of Internal Marketing.
- Understand 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 the conceptual foundations of Relationship and Internal Marketing** (Students are expected to be able to identify and define the underlying principles and values that are at the heart of the two concepts).
- 2. Determine the key characteristics and drivers of Relationship and Internal Marketing** (Students should be able to classify and determine the key characteristics of the two

concepts in order to be able to distinguish them from the marketing discipline).

**3. Apply the planning and implementation processes of Relationship and Internal Marketing.**

(Students are expected to be able to apply 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. Demonstrate the contribution of Relationship and Internal Marketing to organizational success.**

(Upon the completion of the course the students should be able to point and underline 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.

**Course Contents:**

**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

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

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

(Examination of implementation and control approaches adopted by various organizations. Case study examination).

**Learning Activities and Teaching Methods:**

Lectures, Case Study Analysis and Discussion, Academic Paper Discussions, In-Class Exercises, and Presentations.

**Assessment Methods:**

Homework, Project, Mid-Term, Final Exam.

**Required Textbooks/Reading:**

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

**Recommended Textbooks/Reading:**

Authors	Title	Publisher	Year	ISBN
Gillis, T.	The IABC Handbook of Organisational Communication: A Guide to Internal Communication, Public Relations, Marketing and Leadership	John Wiley and Sons	2006	13:978-0-78-79-8080I
Gordon, I.	Relationship Marketing	Wiley	1998	0-471-64173-1
Egan, J.	Relationship Marketing: Exploring Relational Strategies in	Pearson Education	2008	0273713191

Bruhm, M.	Marketing Relationship Marketing: Management of Customer Relationships	Pearson Education	2002	0273676016
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