



## Course Syllabus

<b>Course Code</b>	<b>Course Title</b>	<b>ECTS Credits</b>
MKTG-375	Relationship Marketing and 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. Zanete Garanti	3 <sup>nd</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:

- Understand the principles, evolution, and trends of relationship marketing
- Describe the theoretical framework and effectiveness pillars of relationship marketing
- Analyze relationship marketing dynamics
- Develop and implement effective relationship marketing strategies
- Identify and manage relationship marketing targeting across different customer groups
- Define internal marketing and its alignment with organizational functions
- Explore internal branding, organizational loyalty, and brand orientation
- Evaluate the significance of dyadic partnerships in internal marketing
- Plan internal marketing initiatives with clear goals and strategies
- Implement and control internal marketing processes

## 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. Analyze the dynamics of customer relationships and internal marketing processes,
3. Assess the effectiveness of various relationship marketing and internal marketing plans and initiatives by applying theoretical frameworks and real-world case studies to measure performance outcomes,
4. Explain the contribution of relationship and internal marketing to organizational success,
5. Design comprehensive marketing plans that integrate both relationship marketing and internal marketing strategies that align with overall business goals.

## Course Content:

1. **Relationship Marketing and the Digital Age**  
(The brief overview of relationship marketing, evolution of the relationship marketing, key trends and principles. The context of relationship marketing in digital age, the characteristics of customer-seller relationship in the digital age)
2. **The Relationship Marketing Theory and Framework**  
(Overview of the evolution of relationship marketing, pillars of relationship marketing effectiveness, typology of marketing relationships, an integrative theoretical framework of relationship marketing. The seller relationship marketing investments, customer relational mechanisms, seller relationship marketing performance outcomes)
3. **Relationship Marketing Dynamics**  
(Approaches to manage relationship marketing dynamics, guidelines for managing relationship marketing dynamics, incremental relationship change, disruptive relationship change, diagnosing relationship change through marketing research, CRM databases, big data analytics and other sources)
4. **Relationship Marketing Strategies**  
(Approaches to managing relationship marketing strategies, guidelines for managing relationship marketing strategies, established best practices, emerging practices)
5. **Relationship Marketing Targeting**  
(Managing relationship marketing targeting, the concept of customer relationship orientation, customer, industry and culture specific drivers of customer relationship orientation, guidelines for managing relationship marketing targeting, targeting groups of customers)
6. **Introduction in Internal Marketing**  
(Definition of internal marketing, the theoretical underpinnings of the internal marketing concept, the evolution of the terms, alignment with other departments and functional units of the organization)

**7. Theoretical Evolutions of Internal Marketing**

(Internal marketing and internal branding, organizational and brand loyalty, brand orientation, and the best practices and case studies)

**8. Dyadic Perspectives of Internal Marketing**

(Dyadic partnerships, relationships from inter-organizational to the intra-organizational, further understanding of underlying principles of internal marketing)

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

(Defining internal marketing goals, internal marketing stakeholders, developing internal marketing strategies, developing internal marketing plan, ensuring consistency with external marketing efforts)

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

(Developing detailed implementation plan, effective internal communication channels, engaging and training employees, launching internal marketing campaigns, resource allocation and management, monitoring and tracking progress, feedback mechanisms, evaluating effectiveness and impact)

**Learning Activities and Teaching Methods:**

- Faculty Lectures
- Directed and Background Reading
- Case Study Analysis and Discussion
- Academic Paper Discussions
- In-Class Exercises
- Individual and group tasks
- 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>
Relationship Marketing in the Digital Age	Robert W. Palmatier and Lena Steinhoff	Routledge	2020	978-0367786922
Internal Marketing: Theories, Perspectives, and Stakeholders.	Brown David M.	Routledge	2022	978-0367532970

**Recommended Textbooks / Readings:**

<b>Title</b>	<b>Author(s)</b>	<b>Publisher</b>	<b>Year</b>	<b>ISBN</b>
Human Resource Management and Internal Marketing	Mishra Teena	Routledge	2023	978-1032209364
Customer Relationship Management. A Global Approach	Samit Chakravorti	Sage Publishing	2023	978-1529767421