

## COURSE OUTLINE

### (1) GENERAL

<b>SCHOOL</b>	School of Business		
<b>ACADEMIC UNIT</b>	Management		
<b>LEVEL OF STUDIES</b>	1 <sup>st</sup> Cycle		
<b>COURSE CODE</b>	MKTG-375	<b>SEMESTER</b>	Fall / Spring
<b>COURSE TITLE</b>	Relationship Marketing and Internal Marketing		
<b>INDEPENDENT TEACHING ACTIVITIES</b> <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>		<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>
		2.5	6
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
<b>COURSE TYPE</b> <i>general background, special background, specialised general knowledge, skills development</i>	Special Background		
<b>PREREQUISITE COURSES:</b>	None		
<b>LANGUAGE OF INSTRUCTION and EXAMINATIONS:</b>	English		
<b>IS THE COURSE OFFERED TO ERASMUS STUDENTS</b>			
<b>COURSE WEBSITE (URL)</b>			

### (2) LEARNING OUTCOMES

<b>Learning outcomes</b> <i>The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.</i> <i>Consult Appendix A</i> <ul style="list-style-type: none"> <li>• <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i></li> <li>• <i>Descriptors for Levels 6, 7 &amp; 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i></li> <li>• <i>Guidelines for writing Learning Outcomes</i></li> </ul>
After completion of the course students are expected to be able to: <ul style="list-style-type: none"> <li>• Identify and explain the conceptual foundations of relationship and internal marketing,</li> </ul>

- Analyze the dynamics of customer relationships and internal marketing processes,
- 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,
- Explain the contribution of relationship and internal marketing to organizational success,
- Design comprehensive marketing plans that integrate both relationship marketing and internal marketing strategies that align with overall business goals.

### **General Competences**

*Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?*

*Search for, analysis and synthesis of data and information, with the use of the necessary technology*

*Adapting to new situations*

*Decision-making*

*Working independently*

*Team work*

*Working in an international environment*

*Working in an interdisciplinary environment*

*Production of new research ideas*

*Project planning and management*

*Respect for difference and multiculturalism*

*Respect for the natural environment*

*Showing social, professional and ethical responsibility and sensitivity to gender issues*

*Criticism and self-criticism*

*Production of free, creative and inductive thinking*

*.....*

*Others...*

*.....*

*Adapting to new situations*

*Decision-making*

*Working independently*

*Team work*

*Working in an international environment*

*Respect for difference and multiculturalism*

*Showing social, professional and ethical responsibility and sensitivity to gender issues*

### **(3) SYLLABUS**

#### **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)

#### **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)

#### **Relationship Marketing Dynamics**

<ul style="list-style-type: none"> <li>• (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)</li> </ul>
Relationship Marketing Strategies
<ul style="list-style-type: none"> <li>• (Approaches to managing relationship marketing strategies, guidelines for managing relationship marketing strategies, established best practices, emerging practices)</li> </ul>
Relationship Marketing Targeting
<ul style="list-style-type: none"> <li>• (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)</li> </ul>
Introduction in Internal Marketing
<ul style="list-style-type: none"> <li>• (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)</li> </ul>
Theoretical Evolutions of Internal Marketing
<ul style="list-style-type: none"> <li>• (Internal marketing and internal branding, organizational and brand loyalty, brand orientation, and the best practices and case studies)</li> </ul>
Dyadic Perspectives of Internal Marketing
<ul style="list-style-type: none"> <li>• (Dyadic partnerships, relationships from inter-organizational to the intra-organizational, further understanding of underlying principles of internal marketing)</li> </ul>
The Planning process of Internal Marketing
<ul style="list-style-type: none"> <li>• (Defining internal marketing goals, internal marketing stakeholders, developing internal marketing strategies, developing internal marketing plan, ensuring consistency with external marketing efforts)</li> </ul>
The Implementation and Control process of Internal Marketing
<ul style="list-style-type: none"> <li>• (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)</li> </ul>

#### (4) TEACHING and LEARNING METHODS - EVALUATION

<b>DELIVERY</b> <i>Face-to-face, Distance learning, etc.</i>	Face-to-face	
<b>USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY</b> <i>Use of ICT in teaching, laboratory education, communication with students</i>	<i>Use of ICT in teaching / Χρήση ΤΠΕ Communication with students / Επικοινωνία με Φοιτητές</i>	
<b>TEACHING METHODS</b>	<b>Activity</b>	<b>Semester workload</b>

<p><i>The manner and methods of teaching are described in detail. Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.</i></p> <p><i>The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS</i></p>	Lectures	35
	Study & Analysis of bibliography	30
	Project	35
	Essay Writing	25
	Interactive Teaching	25
	Course total	<b>150</b>
<p><b>STUDENT PERFORMANCE EVALUATION</b></p> <p><i>Description of the evaluation procedure</i></p> <p><i>Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	<p>Attendance and Participation, Individual Assignment Group Project, Final Exam</p>	

## (5) ATTACHED BIBLIOGRAPHY

Required Textbooks / Readings:				
Title	Author(s)	Publisher	Year	ISBN
Relationship Marketing in the Digital Age	Robert W. Palmatier and Lena Steinhoff	Routledge	2020	978- 0367786922
Internal Marketing: Theories,	Brown David M.	Routledge	2022	978-0367532970

Perspectives, and Stakeholders.					
<b>Recommended Textbooks / Readings:</b>					
<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	