

Liverpool John Moores University

Title: RELATIONSHIP MARKETING
Status: Definitive
Code: **5504FTKMK** (106499)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Kaplan Financial London

Team	Leader
Christopher Mason	Y

Academic Level: FHEQ5
Credit Value: 12.00
Total Delivered Hours: 28.00
Total Learning Hours: 120
Private Study: 92

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	13.000
Tutorial	13.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Exam	AS1	Unseen examination	100.0	2.00

Aims

Firstly to investigate the recent theoretical developments in relationship marketing in the B2B, FMCG, and not for profit sectors. Key theoretical developments will be evaluated, and will become the basis for practical application and understanding.

Secondly to assess and evaluate how relationship marketing is being utilized by organizations, and the problems and opportunities it provides for firms. The future potential of relationship marketing will be examined.

Course Material	Book
Author	Payne, A. & Ballantyne, D.
Publishing Year	1993
Title	Relationship Marketing
Subtitle	
Edition	
Publisher	Butterworth-Heinemann
ISBN	

Course Material	Book
Author	Financial Times
Publishing Year	0
Title	Building Relationship that Last
Subtitle	Mastering Management Series
Edition	28, September
Publisher	
ISBN	

Notes

Feed-back will be given through the following:
Class room interaction, usage of tutorial materials, distribution of case studies with question and answer sessions to facilitate learning.

Students must read The Journal of Relationship Marketing, and other relevant journals on a regular basis.