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	emplid	Leader
Christopher Mason		Υ

Academic Credit Total

Level: FHEQ5 Value: 12.00 Delivered 28.00

Hours:

Total Private

Learning 120

Study: 92

Hours:

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.

Learning Outcomes

After completing the module the student should be able to:

- 1 Critically evaluate a range of relationship marketing models, and be able to contextually relate and apply them to practical examples. Specifically, the work of Professor Shelby Hunt will be assessed in detail.
- 2 Analyse the contributions of leading edge theorists from around the world, and draw together key areas of agreement or discord.
- Investigate the practical problems and opportunities that will follow the development of a relationship led marketing approach by firms. Global examples, from different industries and sizes of organization will be evaluated.
- 4 Comprehend the necessary trade-offs which follow a long-term strategic approach, rather than a short term transactional one.
- Appraise the practical results of relationship marketing through case study analysis, and relate conclusions drawn to the impact of future developments in the area.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

EXAM 1 2 3 4 5

Outline Syllabus

Relationship marketing in essence. Why did it develop?

Relationship marketing fundamentals – loyalty, trust and the marriage analogy. Integrating technology and systems for sustained improvements.

A critical evaluation of stakeholder models, and a review of key account management.

What does the future hold? A synthesis of practical issues and leading edge theory.

Learning Activities

Lectures/tutorials/case study materials/discussions/a guest speaker from industry.

References

Course Material	Book
Author	Bridgewater, S. & Egan, C.
Publishing Year	2002
Title	International Marketing Relationships
Subtitle	
Edition	
Publisher	Palgrave
ISBN	0-333-73378-9

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.