

## Liverpool John Moores University

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Title: RELATIONSHIP MARKETING  
Status: Definitive  
Code: **6007BUSMK** (108297)  
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School  
Teaching School/Faculty: Liverpool Business School

Team	Leader
Christopher Mason	Y

**Academic Level:** FHEQ6  
**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.*



<b>Publisher</b>	Palgrave
<b>ISBN</b>	0-333-73378-9

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

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

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## 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.