

Liverpool John Moores University

Title: RELATIONSHIP MARKETING
Status: Definitive
Code: **6502MK** (107466)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Isle of Man International Business School

Team	Leader
Alex Watt	Y

Academic Level: FHEQ6
Credit Value: 12.00
Total Delivered Hours: 29.00
Total Learning Hours: 120
Private Study: 91

Delivery Options

Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Lecture	13.000
Seminar	1.000
Tutorial	13.000

Grading Basis: 40 %

Assessment Details

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

Aims

To investigate recent theoretical developments in relationship marketing in B2C, B2B, FMCG and Not-for-Profit sectors. The work of key theorists will be evaluated and appraised as a basis for practical application and understanding.
To consider, assess and evaluate the practical application of relationship marketing in organizations identifying both the opportunities and problems it presents.
To consider the possible future directions of relationship marketing and the potential it may present for creating added value to those relationships.

Learning Outcomes

After completing the module the student should be able to:

- 1 Evaluate a range of relationship marketing models and be able to contextualise the models within a practical environment. Specifically the work of Hunt, Gummesson, Gronroos, Christopher, Payne and Ballantyne will be explored in detail.
- 2 Critically evaluate the similarities and differences between transactional marketing and relationship marketing and how these difference impact on strategic marketing management.
- 3 Explore and evaluate the concept of 'exchange relationships' when viewed from a relationship marketing perspective.
- 4 Investigate how new technologies can be successfully employed to develop dialogic, reciprocal, exchange relationships.
- 5 Compare and contrast the use of Customer Relationship Management both as a strategy and an operational management tool.
- 6 Consider and evaluate the impact of culture on the concept of relationship marketing.
- 7 Examine the potential future direction(s) of relationship marketing.

Learning Outcomes of Assessments

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

EXAM	1	2	3	4	5	6	7
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Outline Syllabus

Establishing the rise in prominence of relationship marketing in the 21st century.

Comparison of transactional and marketing strategies and tactics.

Key theorists and schools of thought in particular: IMP, Nordic and Anglo-Australian – their roots and relationships.

Key relationship fundamentals: loyalty, trust, commitment, reciprocity.

The nature (breadth and depth) of exchanges relations as partners exchanging and sharing resources in agreement rather than combative engagement.

The role of IT and ICT technologies as enabling technology at the heart of RM management.

Relationships in international contexts: ontology of relationships across cultures (Anglo-saxon, Chinese, Japanese cultural contrasts).

Future directions: consideration of findings and directions implied in research material.

Learning Activities

Lectures will operate on a seminar style requiring interactive participation by cohort members. Group learning will be facilitated through a 'mentoring' approach.

References

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.