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.
3. 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.
5. 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

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<tr>
<th>Course Material</th>
<th>Book</th>
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<tbody>
<tr>
<td>Author</td>
<td>Bridgewater, S. &amp; Egan, C.</td>
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<tr>
<td>Publishing Year</td>
<td>2002</td>
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<td>Title</td>
<td>International Marketing Relationships</td>
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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.
What is Relationship Marketing? Relationship marketing involves the creation of new and mutual value between a supplier and individual customer. Novelty and mutuality deepen, extend and prolong relationships, creating yet more opportunities for customer and supplier to benefit one another. Relationship marketing has been strongly influenced by re-engineering. According to re-engineering theory, organizations should be structured according to complete tasks and processes rather than functions. International marketing relationships. Article Â· January 2003 with 30 Reads. How we measure 'reads'.Â Although market potential in emerging markets is high, this may be realized only in the long term, but in the short term, international entrants face high levels of uncertainty and turbulent market conditions (Bridgewater et al, 2002). In brief, emerging markets are difficult places to do business. Relationship marketing is a type of marketing that focuses on cultivating deeper, more meaningful relationships with customers to ensure long-term satisfaction and brand loyalty. Relationship marketing is not focused on short-term wins or sales transactions -- rather, it is focused on delighting an audience and your customers for the long-haul. Here, let's take a look at some relationship marketing examples, and then explore how you can implement a strong relationship marketing strategy, today.