



APPLIES TO ACADEMIC YEAR 2012/2013

SFU 1486 Relational Marketing; With a Focus on Various Market Relations

Programme

Single courses

Responsible for the course

Gorm Kunøe

Department

Department of Marketing

Term

According to study plan

ECTS Credits

7,5

Language of instruction

Norwegian

Introduction

Relationship marketing is the "art" of recruiting and retaining the right customers in order to optimize effectiveness and profitability. Especially in stagnating markets this is of vital importance to understand. To build customer relations should be focused in companies irrespective of their position as private or public companies. However, to keep existing customers is essentially different from recruiting new customers, and the marketer have to master both tasks. To the marketer it is equally important to understand and be able to react on the differences among their existing customers through ways of interaction, the way services are delivered and the use of technology. These challenges demand profound knowledge about different types of market relations, market strategies and how to optimize effectiveness and profit I the various target groups.

Learning outcome

Based on knowledge of traditional marketing thinking

The students should develop a deeper understanding for the application of relationship marketing.

By treating various contacts within customer companies differently the students will learn to adapt the marketer's means in order to stimulate the customer's repeat purchase. The various factors that can stimulate the customer's loyalty are focused in the course. The students should feel a strengthening of their ability to practise relationship marketing and market oriented customer care in a profitable way.

Knowledge objectives

To comprehend what it means in practice to build customer relations, and to gain the competence that enables the student to function as a better relationship builder than before she attended the course.

Get the competence that enables the student to establish and develop customer relations.

In order to secure learning it is emphasized that the student should be prepared for class, to that effect cases will be distributed before each lecture, and expected to be solved before the lecture in question.

Objectives of skills

The students must be made personally able to contact prospects and to build professional relations.

Through active participation in presentations and group work gain ability in building customer relations.

Attitudinal objectives

During the course the student must understand that

The relationship builder is indispensable to the company, and at the same time is an active brand builder towards new and existing customers.

Through a professionalizing process the course shall establish a critical and constructive attitude to relationship marketing.

Prerequisites

None

Compulsory reading

Books:

Andreassen, Tor Wallin. 2006. Kunderelasjoner : markedsføringens økonomiske ansvar.

Universitetsforlaget. ss 194
Söderlund, Magnus. 2004. Den lojale kunden. Gyldendal akademisk. 294

Recommended reading

Books:

Christopher, Martin, Adrian Payne, David Ballantyne. 2002. Relationship marketing : creating stakeholder value. Butterworth-Heinemann. 204

Course outline

- Why build professional relations and which role has relationship marketing in this context
- Various types of marketing strategies and market relations
- Customer care in these different kind of relations:
- How to attract and keep the right customers?
- How to increase the customers' experience value?
- How to develop loyal customers?
- Why are customers loyal?

Computer-based tools

It-software will not be used in the course. Blackboard will be used to publish course documentation and other relevant study material.

Learning process and workload

The course will be taught in two course sessions of totally three days.

During the duration of the course the students are expected to work with their project assignment. Two obligatory papers must be delivered during the course, these are parts of their project report. A briefing of the project assignment will be given at the start of the course and instructions will be given during the course.

The course is taught during 42 hours in the class room with lectures and group work, and the students are encouraged to relate their project assignment as well as their practising task to the situation in a company.

Activities	Hours
Participation in lectures	21
Preparations to lectures	24
Practising tasks (own or in groups)	40
Private study of literature	60
Diverse and administration	40
Total	185

Use of resources:

Lectures with dialogue and group tasks	21
Total	21

The course has a total use of resources of 21 hours during one semester. Company internal courses will be planned in cooperation with the customer. Problem – and task based teaching will be practiced, and if possible with cases connected to the customer's business. Active participation in discussion, group work and presentations is expected.

Examination

The students are evaluated by their term paper which has its basis in the obligatory literature of the course.

It is possible to connect the term paper to a company. The term paper can be written individually or by up to three students in a group. At the start of the course a brief note about the contents and the lay out of the term paper has to be approved by the course responsible or the teacher of the course.

Examination code(s)

SFU 14861 - Term paper; counts 100% of the final grade in the course SFU 1486 7,5 credits

Examination support materials

All aids allowed

Re-sit examination

Re-sit at the next ordinary exam.

Additional information