

Global Learning Semesters

Course Syllabus

Course: MBA-711 Relationship Marketing

Department: MBA

Host Institution: University of Nicosia, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
MBA-711	Relationship Marketing	3.7
Semester Offered	Contact Hours	Prerequisites
Summer	42	Completion of at least half of the Core Courses
Department	Level of Course	Language of Instruction
MBA	Upper Division	English

Course Description

Examine Relationship Marketing (RM) principles and contrast those with traditional marketing principles.

Assess the importance of trust and communication for retention of customers and formulate recommendations based on business scenarios.

Distinguish level of closeness appropriate based on various business situations and design strategies.

Determine the role of technology in customization strategies in RM.

Apply RM principles to develop strategies and tactics to enhance retention, recruitment and collaboration of non-customer stakeholders.

Construct an RM model for a business.

Instructor

Dr. Demetris Vrontis

Course Aims and Objectives

Students develop skills in planning, constructing and organizing one-to-one marketing activities. Included in these activities are collaborative relationships between consumers and sellers that can be applied by both small and large organizations. New technologies in interactive marketing and in database creation and implementation will be studied

Teaching Methods

The course is delivered through a mixture of lectures, tutorials and practical exercises and assignments.

Course Teaching Hours

42 hours (lectures/presentations). The course is delivered during the summer session (10 days module).

Evaluation and Grading

Mid-Term:	40%
Final Assignment	50%
Participation	10%

Readings and Resources

Required Textbook

Gordon, Ian. (1998). Relationship Marketing. Toronto: John Wiley & Sons Canada, Ltd. ISBN: 0471641731

Recommended Reading

Peppers, Don and Rogers Ph.D., Martha. (1999). The One to One Manager. New York: Currency Doubleday. ISBN: 0385494084