



GRADUATE SCHOOL

GM1114 Relationship Marketing, 7.5 credits

Relationsmarknadsföring, 7,5 högskolepoäng

Second Cycle

Confirmation

This course syllabus was confirmed by School of Business, Economics and Law on 2014-12-02 and was last revised on 2018-05-29 by Graduate School to be valid from 2018-09-03, autumn semester of 2018.

Field of education: Social Sciences 100%

Department: Graduate School

Position in the educational system

The course Relationship Marketing is a course within the Master of Science programmes at the Graduate School, School of Business, Economics and Law, University of Gothenburg.

Main field of studies

Marketing and Consumption

Specialization

A1N, Second cycle, has only first-cycle course/s as entry requirements

Entry requirements

To be eligible for the course Relationship Marketing, the participant must fulfil the entrance qualifications for one of the Master of Science programmes at the Graduate School.

Learning outcomes

On successful completion of the course the student shall be able to:

1. Account for Customer relationship management (CRM) theories derived from research and applications across businesses and produce a written report.

2. Apply CRM-theory to case studies and produce oral presentations.

Course content

The primary purpose of any business is to win and keep customers. Its competitors also seek to do the same. Most successful firms have developed capabilities for attracting customers through their marketing programs. But they have shown mixed results when it comes to retaining these customers. Relationship Marketing helps businesses in successfully implementing strategies aimed at winning and retaining customers profitably. It is also helping businesses shift from a short-term transaction based mode of operation in their interactions with customers to a long-term relationship mode.

Form of teaching

The teaching methodology will include a mix of lectures, discussions of pre-readings, in class exercises, video discussions and case analysis. The cases are integrative in nature but will also help develop an appreciation of specific elements of Relationship Marketing. Each session will require preparation of assigned reading / case and active participation by students. A significant portion of the performance will depend on student's contribution to the class.

Language of instruction: English

Assessment

The intended learning outcomes are examined by means of class participation through discussion and presentation and one group project.

Project (Group) examines learning outcome 1.

Class Participation examines learning outcome 2

Case Analysis / Submissions - 40% (each group has to submit the case analysis)

Class Participation - 30%

Group project - 30%

Students can have the possibility to complement a failed assignment or home exam within a week from notification of results.

If a student, who has failed the same examined component twice, wishes to change examiner before the next examination, a written application shall be sent to the department responsible for the course and shall be granted unless there are special reasons to the contrary (Chapter 6, Section 22 of Higher Education Ordinance).

In cases where a course has been discontinued or has undergone major changes, the student shall normally be guaranteed at least three examination occasions (including the ordinary examination) during a period of at least one year from the last time the course

was given.

The number of examinations is limited to five.

Grades

The grading scale comprises: Pass with Distinction (VG), Pass (G) and Fail (U).

A total of 75 percent is required for Pass with distinction, 50 percent is required for Pass.

Course evaluation

The course will be evaluated upon completion.

The results of and possible changes to the course will be shared with students who participated in the evaluation and students who are starting the course.