

Course Syllabus

1	Course title	Relationship Marketing
2	Course number	1604406
3	Credit hours	3
	Contact hours (theory, practical)	Sun Tue Thu 10:30- 11:00am Mon Wed 10:00-11:00am
4	Prerequisites/corequisites	Principles of Marketing
5	Program title	
6	Program code	
7	Awarding institution	University of Jordan
8	School	Business Administration
9	Department	Marketing
10	Level of course	BA
11	Year of study and semester (s)	2022-2023 (1 st Semester)
12	Other department (s) involved in teaching the course	-
13	Main Teaching Language	English
14	Delivery method	<input checked="" type="checkbox"/> Face to face learning <input type="checkbox"/> Blended <input type="checkbox"/> Fully online
15	Online platform(s)	<input checked="" type="checkbox"/> Moodle <input type="checkbox"/> Microsoft Teams <input type="checkbox"/> Skype <input type="checkbox"/> Zoom <input type="checkbox"/> Others.....
16	Issuing/Revision Date	Oct 9 th 2022

17 Course Coordinator:

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18 Other instructors:

Name:
Office number:
Phone number:
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Name:
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19 Course Description:

As stated in the approved study plan.

This course is designed to build an understanding of the relationship marketing and its different theoretical and practical domains. Coverage includes topics related to product and service delivery, communication, Analytics, and new models of managing customer relationships .

20 Course aims and outcomes:

A- Aims:

1. Enable future marketers to apply customer relationship strategies in real different scenarios.

B- Students Learning Outcomes (SLOs):

Upon successful completion of this course, students will be able to:

1. Understand difference of relationship Marketing vs traditional Marketing.
2. Theoretical perspectives of Relationship Marketing.
3. Develop a winning RM Strategy.
4. Proper application of RM or TM based on market dynamics.
5. Applying CRM strategies on different business scenarios .

SLOs SLOs of the course	SLO (1)	SLO (2)	SLO (3)	SLO (4)	SLO (5)
1-Examine current concepts of the Marketing role in business organizations and society, and explain the marketing principles in relation to the product, price, promotion and distribution functions.	**				
2- Describe the theories and concepts in the field of digital Marketing.					
3-Identify ethical issues in marketing context and critically discuss ethical reasoning to Marketing and business circumstances.					
4-Utilize applicable central models and theories that relate to consumer behavior and marketing in the online and offline to research and analyze contemporary issues in Marketing.		**			
5- Utilize critical thinking and problem solving to analyze business environment and develop marketing strategies based on product, price, place and promotion objectives in different Market segments.			**	**	**
6-Apply the marketing research process to collect, process, and analyze a range of data in order to provide solutions to marketing problems, and prepare oral presentation to professional standards.					**
7-Appreciate the global nature of marketing and appropriate measures to operate effectively in international settings.					
8-Work efficiently within teams -to accomplish marketing projects.	**	**	**	**	**

21. Topic Outline and Schedule:

Week	Lecture	Topic	Intended Learning Outcome	Learning Methods (Face to Face/Blended/ Fully Online)	Platform	Synchronous / Asynchronous Lecturing	Evaluation Methods	Resources
1	1.1	Intro to Relationships marketing	SLO1	Face to Face	Class/ Teams/ Moodle	Synchronous	Discussions + Exam	
	1.2	Relationships marketing VS T.M	SLO1	Face to Face	Class/ Teams/ Moodle	Synchronous	Discussions + Exam	
	1.3	Relationships marketing VS T.M	SLO1	Face to Face	Class/ Teams/ Moodle	Face to Face	Discussions + Exam	
2	2.1	Relationship Marketing in Context	SLO1	Face to Face	Class/ Teams/ Moodle	Synchronous	Discussions + Exam	
	2.2	Loyalty Schemes	SLO1	Face to Face	Class/ Teams/ Moodle	Synchronous	Discussions + Exam	
	2.3	Loyalty Programs Objectives and Motives	SLO1	Face to Face	Class/ Teams/ Moodle	Synchronous	Assignment + Exam	
Week	Lecture	Topic	Intended Learning Outcome	Learning Methods (Face to Face/Blended/ Fully Online)	Platform	Synchronous	Evaluation Methods	Resources
3	3.1	Leaky Bucket theory	SLO1	Face to Face	Class/ Teams/ Moodle	Synchronous	Discussions + Exam	
	3.2	Customer acquisition and retention cost	SLO1	Face to Face	Class/ Teams/ Moodle	Synchronous	Discussions + Exam	
	3.3	Switching Costs	SLO1	Face to Face	Class/ Teams/ Moodle	Synchronous	Assignment + Exam	
4	4.1	RM Strategy continuum	SLO2	Face to Face	Class/ Teams/ Moodle	Synchronous	Discussions + Exam	
	4.2	RM continuum drivers	SLO2	Face to Face	Class/ Teams/ Moodle	Synchronous	Assignment + Exam	
	4.3	Relationship drivers: Risk, salience and emotion	SLO2	Face to Face	Class/ Teams/ Moodle	Synchronous	Discussions + Exam	
5	5.1	Relationship drivers: Trust and commitment	SLO2	Face to Face	Class/ Teams/ Moodle	Synchronous	Discussions + Exam	
	5.2	Relationship drivers: Perceived need for closeness	SLO2	Face to Face	Class/ Teams/ Moodle	Synchronous	Discussions + Exam	

		And Customer satisfaction						
	5.3	Relationship drivers: Customer satisfaction tools	SLO2	Face to Face	Class/ Teams/ Moodle	Synchronous	Discussions + Examinations + Exam	
6	6.1	Customer Services intro	SLO3	Face to Face	Class/ Teams/ Moodle	Synchronous	Discussions + Exam	
	6.2	Goods vs Service Differences	SLO3	Face to Face	Class/ Teams/ Moodle	Synchronous	Discussions + Exam	
	6.3	Building relationships via customer service focused approach	SLO3	Face to Face	Class/ Teams/ Moodle	Synchronous	Discussions + Exam	
7	7.1	What is CRM	SLO4	Face to Face	Class/ Teams/ Moodle	Synchronous	Video Case Study	
	7.2	Intro to CRM concepts	SLO4	Face to Face	Class/ Teams/ Moodle	Synchronous	Case Study+Exam	
	7.3	CRM Applications	SLO4	Face to Face	Class/ Teams/ Moodle	Synchronous	Case Study+Exam	
8	8.1	Retention Rate	SLO4	Face to Face	Class/ Teams/ Moodle	Synchronous	Case Study+Exam	
	8.2	Retention Rate	SLO4	Face to Face	Class/ Teams/ Moodle	Synchronous	Video Case Study	
	8.3	Retention Rate	SLO4	Face to Face	Class/ Teams/ Moodle	Synchronous	Case Study+Exam	
9	9.1	Acquisition Rate	SLO4	Face to Face	Class/ Teams/ Moodle	Synchronous	Case Study+Exam	
	9.2	Acquisition Cost	SLO4	Face to Face	Class/ Teams/ Moodle	Synchronous	Case Study+Exam	
	9.3	Acquisition Cost	SLO4	Face to Face	Class/ Teams/ Moodle	Synchronous	Video Case Study	
10	10.1	Defection Rate	SLO4	Face to Face	Class/ Teams/ Moodle	Synchronous	Case Study+Exam	
	10.2	Defection Rate	SLO4	Face to Face	Class/ Teams/ Moodle	Synchronous	Case Study+Exam	
	10.3	Defection Rate	SLO4	Face to Face	Class/ Teams/ Moodle	Synchronous	Case Study+Exam	

11	11.1	Customer Life Time Value	SLO4	Face to Face	Class/ Teams/ Moodle	Synchrono us	Case Study+E xam	
	11.2	Customer Life Time Value	SLO4	Face to Face	Class/ Teams/ Moodle	Synchrono us	Case Study+E xam	
	11.3	Customer Life Time Value	SLO4	Face to Face	Class/ Teams/ Moodle	Synchrono us	Case Study+E xam	
12	12.1	Database Marketing	SLO4	Face to Face	Class/ Teams/ Moodle	Synchrono us	Case Study+E xam	
	12.2	Database Marketing	SLO4	Face to Face	Class/ Teams/ Moodle	Synchrono us	Case Study+E xam	
	12.3	Database Marketing	SLO4	Face to Face	Class/ Teams/ Moodle	Synchrono us	Case Study+E xam	
13	13.1	What is RFM	SLO4	Face to Face	Class/ Teams/ Moodle	Synchrono us	Case Study+E xam	
	13.2	What is RFM	SLO4	Face to Face	Class/ Teams/ Moodle	Synchrono us	Case Study+E xam	
	13.3	What is RFM	SLO4	Face to Face	Class/ Teams/ Moodle	Synchrono us	Case Study+E xam	
14	14.1	RFM Applications	SLO4	Face to Face	Class/ Teams/ Moodle	Synchrono us	Case Study+E xam	
	14.2	RFM Applications	SLO4	Face to Face	Class/ Teams/ Moodle	Synchrono us	Case Study+E xam	
	14.3	RFM Applications	SLO4	Face to Face	Class/ Teams/ Moodle	Synchrono us	Case Study+E xam	
15	15.1	RFM Case studies	SLO4	Face to Face	Class/ Teams/ Moodle	Synchrono us	Case Study+E xam	
	15.2	RFM Case studies	SLO4	Face to Face	Class/ Teams/ Moodle	Synchrono us	Case Study+E xam	
	15.3	RFM Case studies	SLO4	Face to Face	Class/ Teams/ Moodle	Synchrono us	Case Study+E xam	

22 Evaluation Methods:

Opportunities to demonstrate achievement of the SLOs are provided through the following assessment methods and requirements:

Evaluation Activity	Mark	Topic(s)	SLOs	Period (Week)	Platform
Mid Exam	30	Chapter 1,2,3,4	SLO1	Week 5	Class
Participation	5	Lecture participation +Mini Cases	All	All Weeks	Class/ Teams/Moodle
Project	15	Case study	All	Week 14	Moodle
Final Exam	50	All Chapters	All	Week 15	Class

23 Course Requirements (e.g: students should have a computer, internet connection, webcam, account on a specific software/platform...etc):

a computer/Mobile, internet connection and Microsoft Office suit.

24 Course Policies:

A- Attendance policies:

B- Absences from exams and submitting assignments on time:

C- Health and safety procedures:

D- Honesty policy regarding cheating, plagiarism, misbehavior:

E- Grading policy:

F- Available university services that support achievement in the course:

25 References:

A- Required book(s), assigned reading and audio-visuals:

John Egan (2011) Relationship Marketing, Exploring relational strategies in marketing, Fourth edition, Prentice-Hall

B- Recommended books, materials and media:

[-https://www.youtube.com/watch?v=roVoOm4ivG0](https://www.youtube.com/watch?v=roVoOm4ivG0)

<https://www.youtube.com/watch?v=roVoOm4ivG0>

<https://www.youtube.com/watch?v=s8YKAEocpNk>

https://www.youtube.com/watch?v=rN_johIra24

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26 Additional information:

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Name of Course Coordinator: Yazeed Almasri Signature: ----- Date: Oct 9th 2022
Head of Curriculum Committee/Department: ----- Signature: -----
Head of Department: ----- Signature: -----
Head of Curriculum Committee/Faculty: ----- Signature: -----
Dean: ----- Signature: -----