

## MODULE DESCRIPTOR

<b>MODULE TITLE</b>	Strategic Relationship Management		
<b>Module Code</b>	44-6920-00L		
<b>Level</b>	6		
<b>Credit Points</b>	20		
<b>Indicative Assessment Components &amp; Percentage Weightings</b>	Coursework 40% Examination 60%		
<b>Pre-Requisite Modules (if applicable)</b>	None		
<b>Delivered according to Standard Academic Calendar</b>	<b>Long: 2 semesters</b>	<b>Short: 1 semester</b>	<b>Other delivery pattern:</b> <i>Please specify</i>
YES	YES	NO	

### 1 MODULE AIMS

The aims of this module are to:

- introduce the concepts of Customer Relationship Marketing and promote an understanding of its potential application in different types of organisations and markets;
- examine the role of the Supply Chain and develop an awareness of channel choices from a customer satisfaction perspective;
- promote understanding of the significance of Integrated Networks, both internal and external in delivering customer satisfaction and customer management efficiency; and
- develop awareness of the opportunities and challenges facing organisations in managing relationships through modern media.

### 2 MODULE LEARNING OUTCOMES BY THE END OF THE MODULE YOU WILL BE ABLE TO

1. Critically evaluate the role of customer relationship management within the overall context of marketing management;
2. Comment upon the significance of effective relationship management in different marketing situations;
3. Apply the principles of Relationship Marketing, including value added through the supply chain and integrated networks, within a dynamic, customer-facing environment; and
4. Propose and justify a relationship marketing strategy in order to facilitate effective customer value management.

### 3 INDICATIVE LEARNING, TEACHING AND ASSESSMENT ACTIVITIES

A variety of resources will be used, including lectures, discussions, videos and in class exercises.

Lectures are designed to introduce students to concepts techniques and frameworks. The lecture material will be supplemented and underpinned by recommended readings.

Seminar will take several forms from discussions to in class exercises, students will be expected to do any necessary preparation and reading prior to the seminars in order to make active contributions to discussions and in order to help facilitate their own learning.

The unit will be assessed by coursework and examination. Details of the coursework together with timings for submission will be given at the start of the unit.

#### **ASSESSMENT STRATEGY AND METHODS**

Task No.	<b><u>TASK DESCRIPTION</u></b>	SI Code	Task Weighting %	Word Count / Duration	In-module retrieval available
1	Coursework	CW	40%	2500 words	No
2	Exam	EX	60%	2 hours	No

### 4 INDICATIVE MODULE CONTENTS / TOPICS

- Theory of RM - the value of long term relationships
- Managing the customer portfolio
- Generating loyalty and customer retention
- Networks and B2B Relationships
- Services relationships
- Public sector and charity CRM (customer relationship management)
- E-business relationships
- External (mega) relationships
- Internal (nano) relationships
- Supply chain relationships
- Marketing ethics
- Planning and delivering a relationships strategy

#### **FURTHER INFORMATION ABOUT THIS MODULE**

**FURTHER / ADDITIONAL INFORMATION IS AVAILABLE TO SUPPORT THIS MODULE, INCLUDING ASSESSMENT CRITERIA DETAILING HOW YOUR PERFORMANCE IN THE MODULE WILL BE MEASURED, HOW YOU WILL RECEIVE FEEDBACK, DETAILS OF LEARNING RESOURCES AND KEY READINGS**

**THIS INFORMATION CAN BE FOUND IN**

*Module Handbook  
Assessment Briefs  
Course/Module Blackboard Site*

**NOTE THAT THIS ADDITIONAL INFORMATION MAY BE SUBJECT TO  
CHANGE FROM YEAR TO YEAR**

**FINAL TASK**

<b>According to the Assessment Strategy shown in the Module Descriptor, which task will be the LAST TASK to be taken or handed-in? (Give task number as shown in the Assessment Strategy)</b>	<b>Task No.</b>  2
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**MODULE REFERRAL STRATEGY**

<b>Task for Task (as shown for initial assessment strategy)</b>	<b>Y</b>
<b>Single Referral Package for All Referred Students</b>	<b>N</b>

**REVISIONS**

<b>Date</b>	<b>Reason</b>
July 2012	Assessment Framework review