

COURSE DESCRIPTION

Course code	Course group	Volume in ECTS credits	Course valid from	Course valid to	Reg. No.
VAM6003		6	2014-04-01	2019-04-01	
Course type (compulsory or optional)				Compulsory	
Course level (study cycle)				Master studies	
Semester the course is delivered				Autumn	
Study form (face-to-face or distant)				Face-to-face	

Course title in Lithuanian

Santykių marketingas

Course title in English

Relationship marketing

Short course annotation in Lithuanian

Dalykas skirtas suteikti studentams praktinių ir teorinių žinių, kurie yra reikalingi suprasti į vartotoja orientuotos kompanijos strategiją. Studentai kurso metu supažindinami kaip analizuoti vartotojų pritraukimo, išsaugojimo ir susigrąžinimo strategijas. Studentai taip pat įgys žinių apie tai, kokiais pagrindiniais principais yra gistas santykių su vartotojais valdymas (CRM), kokie kriterijai yra naudojami vartotojų duomenų bazės segmentavimui ir kokie sprendimai, remiantis santykių marketingo principais, gali būti daromi. Studentai taip pat galės susipažinti su CLV (angl. – customer life-time value) ir RFM (angl. – *recency, frequency, monetary value*) rodikliais, kurie yra naudojami duomenų bazei segmentuoti.

Short course annotation in English

Course objective - to provide the students with theoretical knowledge and practical skills, which are essential for understanding of customer-centric company strategies. Course purpose - to nurture students' knowledge, abilities to analyze customer attraction, retention, and win back strategies. Students study the main principles of customer relationship management (CRM), analyzing criteria for customer database segmentation and decision making based on main principle of relationship marketing. As segmentation criteria for customer database segmentation the CVL and RFM indicators will be introduce.

Prerequisites for entering the course

Marketing Management

Course aim

The aim of the course to familiarize students with the theoretical principles of relationship marketing and transform them in to practical skills that are necessary for the management of relationships with customers.

Links between study programme outcomes, course outcomes and criteria of learning achievement evaluation

Study programme outcomes	Course outcomes	Criteria of learning achievement evaluation
1. Apply the modern / currents scientific theories of marketing and international commerce, methods and technologies.	1).To introduce and analyze the evolution of the concepts of marketing and relationship marketing in place of the modern marketing concept	The student identifies and analyzes the evolution of the marketing concepts and relationship marketing concepts and its approaches in the context of the evolution of marketing concepts.
2. Evaluate and adapt the current knowledge of marketing and other areas close to it	2).To provide the knowledge and skills to assess customer relationship management and analyze formation of customer loyalty	The student evaluates the importance of customer relationships in value creation process and provides a means through which companies can develop customer loyalty.
	3).To familiarize students with customer life cycle	The student is able to identify distinct phases of customer life cycle and

	management and its control characteristics	offer the customer life cycle management tools.
	4).Apply modern customer relationship management techniques	The student is able to offer the customer management strategy, identify goals and develop indicators, capable of assessing the results of the customer relationship.

Link between course outcomes and content

Course outcomes	Content (topics)
1).To introduce and analyze the evolution of the concepts of marketing and relationship marketing in place of the modern marketing concept	1. Relationship marketing's concept evolution 2. CRM strategy: goals and tasks.
2).To provide the knowledge and skills to assess customer relationship management and analyze formation of customer loyalty	3. Customer relationship scorecard assessment 4. Customer database: the principles of composition and segmentation 5. Customer satisfaction and loyalty 7. Loyalty programs goals and evaluations of efficiency
3).To familiarize students with customer life cycle management and its control characteristics	6. Customer experience management 8. Main principles of complaints management
4).Apply modern customer relationship management techniques	9. Calculations and modelling of CLV indicator 10. Calculations and modelling of RFM indicator 11. Implementation of balanced scorecard system to customer relationship management

Study methods

Teaching methods: provision of information (explanation, illustration) using visual aids; case-based lecture; formulation and explanation of problem-oriented examples, issues and tasks; moderation of case study; moderation of discussion; consulting.

Learning methods: individual work: search for and analysis of information in educational literature, periodical sources, the internet, etc.; analysis of cases; analysis of problem-oriented examples and issues; preparing practical tasks; discussion; consultation; group consideration of seminar tasks; collective students' work while preparing a group presentation; oral self-reflection.

Methods of learning achievement assessment

Written assessment (colloquium and examination); assessment of an independent group work and its oral presentation.

Distribution of workload for students

Lectures and case studies – 30 hrs.
Seminars and case studies – 15 hrs.
Team work (employing IT) – 15 hrs.
Independent work (*preparation for lectures, individual analysis of literature, preparing of group work report; preparation for colloquium and examination*) – 100 hrs.

Structure of cumulative score and value of its constituent parts

Colloquium – 25 %.
Homework and seminars – 25%.
Examination – 50 %.

Recommended reference materials

No.	Publication year	Authors of publication and title	Publishing house	Number of copies in		
				University library	Self-study rooms	Other libraries

1.	2010	Baron, Steve; Warnaby, Gary; Conway, Tony. Relationship Marketing: A Consumer Experience Approach.	Sage Publication	EBSCO e-books collection		
2.	2007	Donaldson, B., O'Toole, T. (2007). Strategic Market Relationship. From Strategy to Implementation. 2nd. ed.	John Wiley&Sons, Ltd.	1	1	
3.	2003	Hougaard, I., Bjerre M. (2003). Strategic Relationship Marketing	Springer		1	
<i>Supplementary materials</i>						
5.	2004	Greenberg, P. CRM at the Speed of Light	McGraw-Hill.	EBSCO e-books collection		
6.	2003	Woodcock, Neil; Stone, Merlin; Foss, Bryan. Customer Management Scorecard: Managing CRM for Profit	Kogan Page			

Course programme designed by

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