SUBJECT TEACHING GUIDE

M219 - Client Relation Management

Master's Degree in Marketing Management
Master's Degree in Marketing Management (Tourism Businesses)

Academic year 2022-2023

1. IDENTIFYING DATA					
Degree	Master's Degree in Marketing Management Master's Degree in Marketing Management (Tourism Businesses)			Type and Year	Compulsory. Year 1 Compulsory. Year 1
Faculty	Faculty of Economics and Business Studies				
Discipline	Obligatory Subjects				
Course unit title and code	M219 - Client Relation Management				
Number of ECTS credits allocated	2,5	Term		Semester based (1)	
Web					
Language of instruction	Spanish	English Friendly	No	Mode of delivery	Face-to-face

Department	DPTO. ADMINISTRACION DE EMPRESAS
Name of lecturer	JESUS COLLADO AGUDO
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Other lecturers	

3.1 LEARNING OUTCOMES

- Students will learn the concept and basic principles of relationship marketing and how to apply to business interchanges with clients, suppliers, competitors, employees and other relevant stakeholders.

4. OBJECTIVES

- To know the concept and content of relationship marketing.
- To analyze the firm´s relationship chain from a relational perspective.
- To link the relationship marketing with satisfaction and loyalty.

6. COURSE ORGANIZATION

	CONTENTS
1	Theme 1. Relationship marketing 1.1. Introduction 1.2. Evolution of relationship marketing 1.3. The relationship value.
2	Theme 2. The pillars of relationship marketing 2.1. The role of services. 2.2. Marketing activities 2.3. The pillars of relationship marketing
3	Theme 3. Managing relational chain 3.1. The market model 3.2. Life-Value concept 3.3. The relational chain
4	Theme 4. Key concepts in relational estrategy 4.1. Introduction 4.2. Service quality 4.3. Customer satisfaction 4.4. Customer loyalty 4.5. Firm profitability

7. ASSESSMENT METHODS AND CRITERIA

Description	Type	Final Eval.	Reassessn	%
Individual exam	Written exam	Yes	Yes	50,00
Teamwork	Work	No	Yes	40,00
Individual participation	Others	No	No	10,00
TOTAL				100,00

Observations

- Individual exam: test exam.
-Teamwork: assessment of the content and presentation of teamwork
- Individual participation: assessment of student participation in class dynamics

Observations for part-time students

The exam include one theoretical and practical proof of 100% of final calification

8. BIBLIOGRAPHY AND TEACHING MATERIALS

BASIC

Greenberg, Paul (2003). CRM. Gestión de relaciones con los clientes. McGraw Hill.