



<b>Course unit Descriptor</b>	<b>Faculty of Economics Subotica</b>	 <b>UNIVERZITET U NOVOM SADU</b> <b>UNIVERSITY OF NOVI SAD</b>
		
<b>GENERAL INFORMATION</b>		
Study program in which the course unit is offered	Business Economics and Management, Economics, Business Informatics	
Courseunit title	Relationship Marketing	
Courseunitcode	DAS - 617	
Typeofcourseunit <sup>1</sup>	Optional	
Levelofcourseunit <sup>2</sup>	Third - Doctoral	
Semesterwhenthecourseunit is offered	WS+SS	
Yearofstudy (ifapplicable)	First	
Numberof ECTS allocated	8	
Nameoflecturer/lecturers	Dražen Marić	
Mode ofcourseunitdelivery <sup>3</sup>	Face-to-Face	
Courseunitpre-requisites (ifany)	-	
<b>PURPOSE AND OVERVIEW (max 5-10 sentences)</b>		
<p>Purpose of the Relationship Marketing course is to provide to the doctoral students the insight of the relationship marketing theory and practice. Relationship Marketing is an approach that seeks to highlight the importance and effects of establishing, maintaining and improving all forms of relationship and interaction between companies and its customers, suppliers and other stakeholders on the market. Students get acquainted with all types of marketing relationships and the potential positive and negative outcomes of these relationships. Special emphasis is placed on the relationship type B2C and C2C</p>		
<b>LEARNING OUTCOMES (knowledgeandskills)</b>		
<p>Acquired theoretical and practical knowledge will lead students into understanding and identification of the company's relationship marketing outcomes as well as the key drivers that influence those outcomes. The course effects a shift in the marketing thought, with the model of thirty relationships, the 30Rs, presenting a sophisticated and cogent challenge to the traditional 4Ps schema. Knowledge in the field of Relationship Marketing allow students more complex observation of the marketing theory and practice, and a broader perspective of thinking, and far better marketing decisions that result in business success.</p>		

<sup>1</sup>Compulsory, optional

<sup>2</sup>First, secondorthirdcycle (Bachelor, Master's, Doctoral)

<sup>3</sup>Face-to-face, distance learning, etc.

**SYLLABUS (outline and summary of topics)**

## Theory

- A Theoretical Perspective of Relationship Marketing;
- Relational Approaches to Marketing;
- Different types of market relationships 30Rs - classic, special, mega, nano;
- An Applied Perspective of Relationship Marketing;
- Building and Maintaining Strong Relationships;
- Targeting and Adapting Relationship Marketing Strategies;
- RM and the network organization;
- RM and Customer Experience Management.

## Practice

Case studies and research on above listed topics

**LEARNING AND TEACHING (planned learning activities and teaching methods)**

Discussions, presentations, research work, team work, case study, communications with practitioners.

**REQUIRED READING**

1. Evert Gummesson, "TOTAL RELATIONSHIP MARKETING", Routledge, 2011.
2. Bernd H. Schmitt, 'CUSTOMER EXPERIENCE MANAGEMENT', John Wiley & Sons, 2010.
3. Scientific papers from the field from different journals

**ASSESSMENT METHODS AND CRITERIA**

Prerequisites for the final exam	points	Final exam	points
Attendance	6		
Case Study	14	Oral exam	30
Research Study	50		
Total:	<b>70</b>	Total:	<b>30</b>

Assessment of Knowledge - maximum 100 points

**LANGUAGE OF INSTRUCTION**

ENGLISH