Course Descriptions None 2013-2014

Course Title	Relationship Management
Course Code	EBC4076
ECTS Credits	6,5
Assessment	None

Period

Period	Start	End	Mon	Tue	Wed	Thu	Fri
1	2-9-2013	25-10-2013	X/E			X/E	

Level	Advanced
Coordinator	Gaby Odekerken-Schröder For more information:g.odekerken@maastrichtuniversity.nl
Language of instruction	English
Goals	Relationship marketing refers to all marketing activities directed toward establishing, developing, and maintaining successful relational exchanges. The focal objective of this course is to provide you with state-of-the art knowledge on the strategic role of relationship management in online and offline business-to-business as well as business-to-consumer settings in a national and international context. You learn concepts and frameworks that are useful for developing successful relationship management strategies. In addition, you develop skills for identifying managerial issues, finding alternative ways to deal with those issues, and evaluating alternative plans of action. Finally, you strengthen a broad range of skills including, time management, presentation, writing, feedback, analytical, communication and leadership skills.
Description	It is commonly accepted that the genuine aim of businesses is to establish and maintain mutually beneficial relationships with different types of selected partners. Despite the recognized importance of sustaining long-term relationships, the role relationship marketing plays in modern management largely differs across contexts. This course is designed to contrast innovative developments in the scientific research arena to exciting challenges faced by contemporary managerial practice. You will gain knowledge about topics such as selection criteria for choosing marketing partners, relationship life cycle, relationship strategies, customisation, and relationship dissolution. The course offers you the opportunity to learn about customers and other parties as potential relationship partners and to familiarise yourself with very recent relational strategies targeted at different stakeholders. In addition, you are challenged to develop a marketing plan for a real-life company playing an integral role in this course. You will get the opportunity to meet professionals and discuss company problems, and different student teams compete for the best marketing plan which is awarded by the focal company. This collabouration with real relationship managers gives you an excellent opportunity to bridge the gap between scientific research and current management practice.
Literature	State-of-the art literature published in the leading marketing journals. A detailed literature list will be available online (Eleum) at the section course material / group meetings.
Prerequisites	All students who are admitted to the Master of Science in International Business can follow this course. Exchange students with a Bachelor degree in Business, or with another Bachelor degree, including a minor in Marketing are admitted too. An advanced level of English
Teaching methods	Presentation / Lecture / Assignment / Groupwork
Assessment methods	Final Paper / Participation / Written Exam
Evaluation in previous academic year	For the complete evaluation of this course please click http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM

This course belongs to the following programme / specialisation

Master Business Research	IB Electives
Master Business Research Track OR	IB Electives
Master Human Decision Science	Electives
Master International Business Track Accountancy	Electives
Master International Business Track Controlling	Electives
Master International Business Track Entrepreneurship	Electives
Master International Business Track Finance	Electives
Master International Business Track Organisation	Electives
Master International Business Track Strategic Marketing	Strategic Marketing
Master International Business Track Strategy and Innovation	Electives
SBE Exchange Master	Master Courses
SBE Non Degree Courses	Master Courses