

COURSE DESCRIPTION FOR RELATIONSHIP MARKETING AND SERVICE

1. Bachelor Degree:	BA Marketing and Sales management
2. Course:	Relationship marketing and service
3. Semester:	1th (First year)
4. Credits:	5
5. Lecturer:	Tore Mysen
6. Number of contact hours:	The lecturer is obligated to have 25 lecture hours with the class in the classroom.
7. Prerequisites:	None
8. Academic description:	In this programme we will discuss important issues for how service organisations can achieve sustained complete advantage. During the course we identify critical gaps between customer's expectation and experience, how to improve service organisations in direction of service leadership. We focus on service positioning and building an effective strategy for customer complaint behaviour. We discuss effects of technology on customers' experience, customers' loyalty and relationship quality.
9. Course aims:	After finishing this course students should be able to describe main characteristics of service organisations and understand challenges in creating satisfied and loyal customers. Further the students should be able to identify antecedents to service leadership in developing a long term customer relationship.
10. Course content:	Different categories of service How does customer evaluate service? Different stages in relationship development Development of customer relations Relationship marketing and strategy Pricing of service offerings How to successfully organise service organisations

<p>11. Teaching methods:</p>	<p>The course will be a combination of lecturing and group work</p>
<p>12. Assessment:</p>	<p>One final three hour individual written exam accounting for 100% of the course assessment.</p>
<p>13. Required readings:</p>	<p>Lovelock C. & Wright L. (2002) Principles of service marketing and management, Prentice hall, 500 pages, price 800; chap. 1-6, 9-10, 12, 15 and 17.</p> <p>Wong Amy (2004) The role of emotional satisfaction in service encounters, Managing Service Quality, Vol 14 No 5 365 – 376.</p> <p>Owen K., Mundy R., Guild W., & Guild R (2001) Creating and Sustaining the high Performance Organization, Managing Service Quality, Vol 11, Number 1 pp 10-21</p>
<p>14. Supplementary readings:</p>	<p>Grønroos C (2000) Service Management and Marketing – A customer relationship management approach, second editon, John Wiley & Sons, Ltd.</p> <p>Egan, John (2001) Relationship Marketing – Exploring relational strategies in marketing, Pearson Education Limited,</p> <p>Peck, Payne (1999), Christopher, Clark “Relationship Marketing – Strategy and implementation”, Butterworth-Heinemann</p>