



COURSE DESCRIPTION

RMF1100 Relationship Marketing and Service

1. Degree	Bachelor of Marketing and Sales Management
2. Year/semester	1 st year/1 st semester
3. Credits	5
4. Course instructor	Associate Professor Tore Mysen
5. Contact hours	25 hours
6. Prerequisites	General study qualifications.
7. Learning goals	<p>Upon completing the course, participants should be able to explain the main differences between the characteristics of service organisations and commodity-related businesses, and the consequences which these differences have for cause-oriented and relationship-oriented marketing.</p> <p>Students should be familiar with and understand the major challenges service organisations face with respect to creating satisfaction and loyal customers, and how best to organise service organisations to achieve what might be called service management.</p>
8. Course contents	<p>The course aims to enable students to be able to identify reasons why customers experience shortcomings between their expectations and their actual experience of a business, and suggest concrete solutions for improvement on this basis. A central theme in the course is the importance of creating loyal customers through relationship marketing, positioning in service operations, service strategies, service systems and internal marketing; and of creating customer involvement in innovation processes. Topics include:</p> <ul style="list-style-type: none">- The development of a service society and the internationalisation of services.

	<ul style="list-style-type: none"> - The principal differences between services and commodities. - The service concept and service quality. - Strategic service management and the service management system. - Relationship marketing and cause-oriented marketing.
9. Method of instruction:	The course will include lectures and various types of group work.
10. Assessment	A 3-hour individual written examination which counts for 100% of the course grade.
11. Course syllabus	<p>Grönroos, Christian. 1997. <i>Markedsføring av tjenester</i>. 2. utg. Oslo: Cappelen akademisk. ISBN: 82-456-0267-1. Pages: 170. Price: 318,-</p> <p>Normann, Richard. 2002. <i>Service Management: Strategy and Leadership in Service Business</i>. 3rd ed. Chichester; New York: Wiley. ISBN: 0-471-49439-9. Pages: 145 (Chap. 1,2,3,4,7,12,15,16.). Price: 338,-</p> <p>Owen, Keith, Ron Mundy, Will Guild og Robert Guild. 2001. "Creating and sustaining the high performance organization". <i>Managing Service Quality</i> 11 (1):10. Pages: 12.</p> <p>Wong, Amy. 2004. "The role of emotional satisfaction in service encounters". <i>Managing Service Quality</i> 14 (5):365. Pages: 12.</p> <p>Articles (accessible in full through Ebsco)</p>
12. Recommended reading:	<p>Egan, John. 2004. <i>Relationship Marketing: Exploring Relational Strategies in Marketing</i>. 2nd ed. New York, N.Y.: Financial Times/Prentice Hall. ISBN: 0-273-68623-2.</p> <p>Grönroos, Christian. 2007. <i>Service Management and Marketing: Customer Management in Service Competition</i>. 3rd ed. Chichester: Wiley. ISBN: 978-0-470-02862-9.</p> <p>Peck, Helen, Adrian Payne, Martin Christopher, og Moira Clark. 1999. <i>Relationship Marketing: Strategy and Implementation</i>. Oxford: Butterworth-Heinemann. ISBN: 0-7506-3626-2.</p>