



## COURSE DESCRIPTION

### RMF1100 Relationship Marketing and Service

1. Degree	Bachelor of Marketing and Sales Management
2. Year/semester	1 <sup>st</sup> year - 1 <sup>st</sup> semester
3. Credits	5
4. Course instructor	Associate Professor Tore Mysen
5. Contact hours	25 hours
6. Prerequisites	General admission requirements
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 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 of 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"><li>- The development of a service society and the</li></ul>

	<p>internationalisation of services.</p> <ul style="list-style-type: none"> <li>- The principal differences between services and commodities.</li> <li>- The service concept and service quality.</li> <li>- Strategic service management and the service management system.</li> <li>- Relationship marketing and cause-oriented marketing.</li> </ul>
9. Method of instruction:	The course will include lectures and various types of group work.
10. Assessment	<p>Course assessment will be based on:</p> <ol style="list-style-type: none"> <li>1) An individual written examination (3 hours) that counts for 60 % of the course grade.</li> <li>2) A group examination that counts for 40 % of the course grade. The assignment will be handed out when 75 % of the course has been completed, and students will complete and submit it 2 weeks later.</li> </ol>
11. Course syllabus	<p>Grönroos, Christian. 1997. <i>Markedsføring av tjenester</i>. 2nd edition; Oslo: Cappelen akademisk. ISBN: 82-456-0267-1. (173 pp.) Price: NOK 358.</p> <p>Normann, Richard. 2000. <i>Service Management</i>. 3rd edition; Oslo : Cappelen akademisk. ISBN: 82-02-19835-6. (145 pp: chapters: 1, 2, 3, 4, 7, 12, 15, 16.). Price: NOK 338.</p> <p>Owen, Keith, Ron Mundy, Will Guild and Robert Guild. 2001. Creating and sustaining the high performance organization. <i>Managing Service Quality</i> 11 (1):10-21. [Available to students and employees at MH via Emerald: <a href="http://www.emeraldinsight.com/10.1108/09604520110362443">www.emeraldinsight.com/10.1108/09604520110362443</a>]</p> <p>Wong, Amy. 2004. The role of emotional satisfaction in service encounters. <i>Managing Service Quality</i> 14 (5):365-376. [Available to students and employees at MH via Emerald: <a href="http://www.emeraldinsight.com/10.1108/09604520110362443">www.emeraldinsight.com/10.1108/09604520110362443</a>]</p>
12. Recommended reading:	Egan, John. 2008. <i>Relationship Marketing: Exploring Relational Strategies in Marketing</i> . 3rd ed. Harlow: Financial Times/Prentice Hall. ISBN: 978-0-273-

	<p>71319-7.</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, and Moira Clark. 1999. <i>Relationship Marketing: Strategy and Implementation</i>. Oxford: Butterworth-Heinemann. ISBN: 0-7506-3626-2.</p>
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