

IDENTIFICATION DETAILS

Degree:	Marketing		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Law, Business and Governance		
Course:	RELATIONSHIP MARKETING		
Type:	Compulsory	ECTS credits:	6
Year:	3	Code:	7632
Teaching period:	Fifth semester		
Area:	Strategic Marketing		
Module:	Development and practical application of knowledge acquired		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	150		

SUBJECT DESCRIPTION

En definitiva, el marketing relacional es consecuencia de tres movimientos importantes en el ámbito de marketing:

- El consumidor demanda cada día soluciones más personalizadas. Es cada vez más exigente.
- La competencia entre empresas exige ofrecer al cliente la mejor alternativa frente a las cada día más abundantes ofertas. Una oferta diferente y mejor según la perspectiva particular de cada cliente.
- Las empresas cuentan con tecnologías que permiten gestionar estas demandas personalizadas y desarrollar una relación con los clientes uno a uno y de manera directa y personal, con un coste progresivamente más ajustado.

Estas nuevas condiciones dan lugar a un nuevo paradigma de relación con el cliente, donde éste deja de ser un

elemento de la masa y se convierte en una persona (a veces racional , a veces irracional y siempre emotiva) para la empresa que vende sus productos y servicios.

SKILLS

Basic Skills

Students must have demonstrated knowledge and understanding in an area of study that is founded on general secondary education. Moreover, the area of study is typically at a level that includes certain aspects implying knowledge at the forefront of its field of study, albeit supported by advanced textbooks

Students must be able to apply their knowledge to their work or vocation in a professional manner and possess skills that can typically be demonstrated by coming up with and sustaining arguments and solving problems within their field of study

Students must have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgments that include reflections on pertinent social, scientific or ethical issues

Students must be able to convey information, ideas, problems and solutions to both an expert and non-expert audience

Students must have developed the learning skills needed to undertake further study with a high degree of independence

General Skills

To understand marketing and enterprise as a service for the people within a company and society in general.

An ability to organise and plan for the purposes of marketing and business management.

An ability to analyse, seek out and compare all types of information from a range of sources, although essentially linked to companies and markets.

An ability to design and manage projects in the field of marketing and sales organisation.

Specific skills

To be familiar with and analyse those market forces affecting business activity.

To develop effective oral and written communication skills.

To be familiar with relational marketing techniques and be able to use them to reach sales targets.

To be able to perform and interpret market studies.

DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
60 hours	90 hours