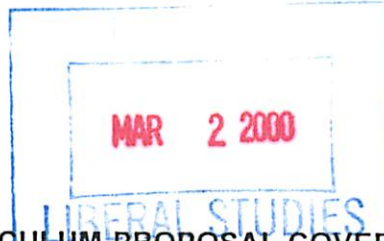


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UWUCC USE Only  
Number: ~~99-60~~  
Submission Date: \_\_\_\_\_  
Action-Date: UWUCC App 9/19/00  
Senate App 10/3/00

**CURRICULUM PROPOSAL COVER SHEET**  
University-Wide Undergraduate Curriculum Committee

**I. CONTACT**

Contact Person Dr. Varinder M. Sharma Phone 357-2113

Department Marketing

**II. PROPOSAL TYPE (Check All Appropriate Lines)**

       COURSE RELATIONSHIP MARKETNG  
Suggested 20 character title

New Course\* MK 438 Relationship Marketing  
Course Number and Full Title

       Course Revision \_\_\_\_\_  
Course Number and Full Title

       Liberal Studies Approval + \_\_\_\_\_  
for new or existing course Course Number and Full Title

       Course Deletion \_\_\_\_\_  
Course Number and Full Title

       Number and/or Title Change \_\_\_\_\_  
Old Number and/or Full Old Title

\_\_\_\_\_ New Number and/or Full New Title

       Course or Catalog Description Change \_\_\_\_\_  
Course Number and Full Title

       PROGRAM:        Major        Minor        Track

       New Program\* \_\_\_\_\_  
Program Name

       Program Revision\* \_\_\_\_\_  
Program Name

       Program Deletion\* \_\_\_\_\_  
Program Name

       Title Change \_\_\_\_\_  
Old Program Name

\_\_\_\_\_ New Program Name

**III. Approvals (signatures and date)**

[Signature]  
Department Curriculum Committee

[Signature]  
Department Chair

[Signature] 2/24/00  
College Curriculum Committee

[Signature] 2/24/00  
College Dean

+ Director of Liberal Studies (where applicable)

\*Provost (where applicable)

Revised



Final Version



Department of Marketing  
Indiana University of Pennsylvania  
402 ECB  
Indiana, Pennsylvania 15705-1087

(412) 357-6231



September 22, 2000

Dr. Gail S. Sechrist  
UWCC-Liberal Studies

**Final Version of MK 438 Relationship Marketing**

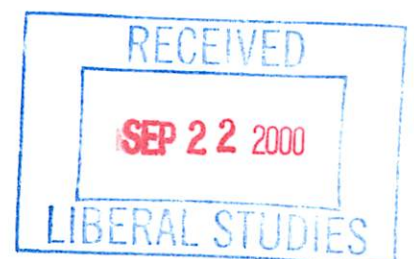
Please find appended with this letter the final version of the course proposal MKTG 438 Relationship Marketing. This was recently approved by the UWCC. As requested by Dr. Kim Weiner, this needs to be put on the October Senate Agenda. If you need any more information, please feel free to either e-mail me at [sharma@grove.iup.edu](mailto:sharma@grove.iup.edu) or call me at 357-2113.

Thanks and regards

Sincerely,

A handwritten signature in black ink, appearing to read 'Dr. Varinder M. Sharma'.

Dr. Varinder M. Sharma  
Associate Professor  
406G, Department of Marketing  
Eberly College of Business  
IUP.



# RELATIONSHIP MARKETING

## I. Catalog Description

MKTG 438 Relationship Marketing

3 credits  
3 lecture hours  
0 lab hours  
(3c-01-3sh)

Prerequisite: MKTG 320

Relationship marketing entails performing marketing activities directed toward establishing, developing, and maintaining successful long term relational exchanges. This course covers the theory and practice of relationship marketing

## II. Course Objectives

The primary goal of this course is to educate students about the changing paradigm of Marketing and prepare them for handling the emerging roles of boundary-spanning personnel in organizations. The specific objectives of the course are as follows:

1. Students will be able to identify the domain of relationship marketing and its differences from traditional marketing.
2. Students will be able to understand how firms establish, maintain, and monitor relationships with other firms and consumers.
3. Students will be able to analyze how firms select their business partners and relationship-oriented consumers.
4. Students will be able to analyze models of business-to-business and business-to-consumer relationships in domestic and international context.
5. Students will be able to analyze typologies of relationships.
6. Students will be able to understand theoretical underpinnings of relationship marketing--theories of interpersonal relationships, political economy paradigm, and channels literature.

## III. Detailed Course Outline

- A. Identification of the boundaries of relationship marketing and its difference from traditional marketing. (8 hours)

1. Distinctions between traditional (Selling and Transactional) and Relationship marketing.
  2. Reasons underlying the emergence of Relationship Marketing.
  3. Importance to the businesses, consumers and the marketing discipline.
- B. Development of long term relationships among firms. (8 hours)
1. Understanding the process of development of long term relationships among firms and with consumers.
  2. Latent and Active constructs during different stages of relationship development.
  3. Understanding the concerns about maintaining, monitoring, and growth of relationships with other firms and consumers.
- C. Analysis of the bases of selection of long term business customers and consumers. (2 hours)
1. Different approaches to selection of long term partners.
- D. Models of business relationships between producers, suppliers, business customers, and consumers in the domestic and international context. (8 hours)
1. Producer/Manufacturer-distributor long term relationship.
  2. Producer/Manufacturer-supplier long term relationship.
  3. Producer/manufacturer/retailer-consumer long term relationship.
- E. Typologies of relationships. (2 hours)
1. Various types of relationships and their bases.
- F. Theoretical underpinnings of Relationship Marketing. (8 hours)
1. Theories of interpersonal relationships.
  2. Political economy paradigm.
  3. Channels literature.

4. Business networks.
- G. Implementation of Relationship Marketing at the marketing mix level. (4 hours)
1. Product policy
  2. Promotion policy
  3. Pricing policy
  4. Distribution policy
- H. Exams (Including final exam). (3-4 hours)

#### **IV. Evaluation Methods**

The final grade of this course will be determined as follows:

60% Examinations. Three non-cumulative exams of equal weight and consisting of essay questions will be given during the term.

40% Group written reports and presentations on the assigned articles.

Grading:

A = 90%--100%

D = 60%--69%

B = 80%--89%

F = 59% and below.

C = 70%--79%

#### **V. Required Textbooks, Supplemental books and readings.**

This course will be covered through extensive reading, discussions, creative thinking, lectures, presentations and write-ups on issues and their possible solutions. Students will be given group assignments. A collection of material extracted from books, published articles in the academic and trade journals, and internet publications comprises the course. This collection of articles is listed below.

#### **VI. Special Resource Requirements**

No special resource requirements are necessary for this course.

**VII.****List of Articles**

- Anderson, J. C. (1995). Relationships in Business Markets: Exchange Episodes, Value Creation, and their Empirical Assessment. Journal of Academic of Marketing Science, 23 (Fall), 346-350.
- Anderson, J. C. & Narus, J. A. (1990). A Model of Distributor Firm and Manufacturing Firm Working Partnerships. Journal of Marketing, 54 (January), 42-58.
- Anderson, R. E. & Rosenbloom, B. (1982). Eclectic Sales Management: Strategic Responses to Trends in the 1980s. Journal of Personal Selling and Sales Management, 2 (November), 41-46.
- Arndt, J. (1979). Toward A Concept of Domesticated Markets. Journal of Marketing, 43 (Fall), 69-75.
- Berry, L. L. (1995). Relationship Marketing of Services--Growing Interest, Emerging Perspectives. Journal of Academic of Marketing Science, 23 (Fall), 236-245.
- Bertling, Robert J. (1993), "The Emerging Approach to Business Strategy: Building a Relationship Advantage," Business Horizons (July-August), 16-27.
- Bitner, M. J. (1995). Building Service Relationships: It's All About Promises. Journal of Academic of Marketing Science, 23 (Fall), 246-251.
- Bucklin, L. P. & Sengupta, S. (1993). Organizing Successful Co-Marketing Alliances. Journal of Marketing, 57 (April), 32-46.
- Dwyer, F. R., Schurr, P. H., & Oh, S. (1987). Developing Buyer-Seller Relationships. Journal of Marketing, 51 (April), 11-27.
- Dyer, J. H. (1996). How Chrysler Created an American Keiretsu. Harvard Business Review, 96 (July-August), 42-54.
- Ford, David, Lars-Erik Gadde, Hakan Hakansson, Anders Lundgren, Ivan Snehota, Peter Turnbull, and David Wilson (1998). Managing Business Relationships. New York: Wiley.
- Frazier, G. L., Spekman, R. E., & O'Neal, C. R. (1988). Just-in-Time Exchange Relationships in Industrial Markets. Journal of Marketing, 52 (October), 52-67.

- Ganesan, S. (1994). Determinants of Long-Term Orientation in Buyer-Seller Relationships. Journal of Marketing, 58 (April), 1-19.
- Gruen, Thomas W. (1997). Relationship Marketing: The Route to Marketing Efficiency and Effectiveness. Business Horizons. (November-December), 32-38.
- Gummesson, E. (1987). The New Marketing--Developing Long-Term Interactive Relationships. Long Range Planning, 20 (August), 10-20.
- Hutt, M. D. (1995). Cross-Functional Working Relationships in Marketing. Journal of Academic of Marketing Science, 23 (Fall), 351-357.
- Johnston, R. & Lawrence, P. R. (1988). Beyond Vertical Integration--the Rise of the Value-Adding Partnership. Harvard Business Review, 88 (July/August), 94-101.
- Kamath, R. R. & Liker, J. K. (1994). A Second Look at Japanese Product Development. Harvard Business Review, 94 (November-December), 154-170.
- Moncrief, W. C. III (1986). Selling Activity and Sales Position taxonomies for Industrial Salesforce. Journal of Marketing Research, 23 (August), 261-270.
- Morgan, R. M. & Hunt, S. D. (1994). The Commitment-Trust Theory of Relationship Marketing. Journal of Marketing, 58 (July), 20-38.
- Noordewier, T. G., John, G., & Nevin J. R. (1990). Performance Outcomes of Purchasing Arrangements in Industrial Buyer-Vendor Relationships. Journal of Marketing, 54 (October), 80-94.
- Ogbuehi, Alphonso O. and Varinder M. Sharma, (1999). Redefining Industrial Salesforce Roles in a Changing Environment: strategic Issues in Selection, Training, and Management. Journal of Marketing Theory and Practice, 7 (Winter), 64-71.
- Reichheld, Frederick F. (1993), "Loyalty-Based management," Harvard Business Review, 93 (March-April), 64-73.
- Sengupta, S., Krapfel, R. E., and Pusateri, M. A. (1997). The Strategic Salesforce. Journal of Marketing Management, 6 (Summer ), 28-33.
- Sharma, Varinder M. (1998). Emerging Roles of the Industrial Salesforce in an Era of Long Term Relationships in Academy of Marketing Science conference Poster Presentation Session 21 p. 495.

Sharma, Varinder M. and Vincent P Taiani (1997). Revisiting the Industrial Salesforce Roles in an Era of Long Term Relationships. Pennsylvania Journal of Business and Economics, 5 (Winter), 75-87.

Smith, Don (1998). Dangerous Liaisons. Software Magazine, (April), 20-26.

Swan, John E. and Johannah J. Nolan (1985), "Gaining Customer Trust: A Conceptual Guide for the Salesperson," Journal of Personal Selling and Sales Management (November), 39-48.

Wilson, D. T. (1995). An Integrated Model of Buyer-Seller Relationships. Journal of the Academy of Marketing Science, 23 (Fall), 335-345.



## COURSE ANALYSIS QUESTIONNAIRE

### Section A: Details of the Course

- A1. This course will be an elective for students in the B.S. in Marketing program. The course is not intended for inclusion in the Liberal Studies program.
- A2. This course does not require changes in the content of other existing courses or programs in the department.
- A3. This course has been offered as a Special Topic course during the Fall 1998, Spring 1999, and Fall 1999 terms. About 25 students, on the average, enrolled in the course.
- A4. The course is intended to be at undergraduate level.
- A5. This course is not to be taken for variable credit.
- A6. This course is also being offered by other universities. Examples include, Emory University, Ohio State University, and University of Missouri at Columbia.
- A7. Not required by any professional society. The course stems from a new and emerging paradigm of marketing. Its contents are distinct and in some cases take diametrically opposite position from the extant view of marketing. Therefore offering it as a separate course is more appropriate than absorbing the content into current courses.

### Section B: Interdisciplinary Implications

- B1. This course will be taught by one instructor.
- B2. This course does not overlap with any other course at the university.
- B3. Yes, students from the School of Continuing Education, if they so desire, will be allowed to take this course provided they have the necessary prerequisites.

### Section C: Implementation

- C1. No new faculty is needed to teach this course. The course is currently being taught in the Marketing Department as an elective, MK 481. This course will add to the portfolio of marketing electives offered.

- C2. Current resources including space and equipment in the new Eberly College of Business building are adequate. The current library holdings are also adequate.
- C3. No grant funds are associated with this course.
- C4. The course will be offered every other semester.
- C5. One section of the course will be offered every other semester.
- C6. A maximum of 30 students will be accommodated in a section of the course.
- C7. No professional society has recommended enrollment limits for this course.