



RELATIONSHIP MARKETING	
Enrollment year	2020/2021
Academic year	2020/2021
Regulations	DM270
Academic discipline	SECS-P/08 (CORPORATE FINANCE)
Department	DEPARTMENT OF ECONOMICS AND MANAGEMENT
Course	BUSINESS MANAGEMENT
Curriculum	PERCORSO COMUNE
Year of study	1°
Period	1st semester (28/09/2020 - 22/12/2020)
ECTS	9
Lesson hours	66 lesson hours
Language	Italian
Activity type	WRITTEN AND ORAL TEST
Teacher	CATTANEO CARLA BRUNA ANGELA (titolare) - 9 ECTS
Prerequisites	None
Learning outcomes	The course aims to outline the evolution that the concept of marketing has followed over the years as a result of the gradual adaptation to the changes occurring in the economic and social consumption patterns, technology and, above all, the strategic businesses approach.
Course contents	<ul style="list-style-type: none">- The evolution of the concept of marketing and his new role.- From transactional marketing to relationship marketing.- The dimensions of relationship marketing: the new concept of value for consumers and the creation of value through consumers.- The critical success factors: people, process, technology, knowledge.- Customer loyalty and Corporate Reputation as corporate values.- The Customer Relationship Management as a tool for relation development.

	- Case studies and examples of best practices.
Teaching methods	Lectures - Seminars - Working group
Reccomended or required readings	<p>Carla Bruna Cattaneo, Consumer evolution - Marketing development. An indissoluble relationship, Cacucci Editore, Bari, 2017</p> <p>During the lessons will be given additional readings to integration.</p>
Assessment methods	written exam - The lecturer can make mandatory the oral examination in special cases, even individual.
Further information	
Sustainable development goals - Agenda 2030	\$lbl legenda sviluppo sostenibile