### SESSION PLAN

**COURSE:** ABE Level 6 Strategic Marketing Relationships

**ELEMENT:** Element 3 – Marketing relationships

## **LEARNING OUTCOME 3**

**3. Critically review the differences between relationship marketing and marketing relationships (Weighting 25%)**

3.1 Appraise different relationship types and their nature and properties, how relationships add value; contrast relationship marketing with marketing relationships

3.2 Critically review the importance of networks relevant to an organisation

**NUMBER OF SESSIONS:** Two - approximately twelve to fourteen hours in total, plus self-study

**SESSION TOPICS:** Session 1: Differences between marketing relationships and relationship marketing

Session 2: Relationship networks

**Note to tutors: this is the recommended session plan for learning outcome 3, element 3 of ABE Level 6 Strategic Marketing Relationships. You should follow the plan, using the resources (referenced as ‘slides’ here) and activities provided. It is important to enhance all sessions with local examples and case studies, involving the learners ACTIVELY wherever possible.**

### SESSION 1: Differences between marketing relationships and relationship marketing

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| **Approx.**  **Duration** | **Topic** | **Tutor Activity** | **Slides** | **Learner Activity** | **Formative Assessment** |
| 6 to 7 hours | Introduction to session and assessment criterion | Assessment criterion 3.1  Use **6USMR Tutor Presentation E3.pptx** | 1-4 | Students to listen, take notes and participate in class discussions throughout, as appropriate. |  |
| Relationship networks | Relationship marketing:  Explain that relationship marketing is marketing seen as relationships, networks and interactions. A marketing relationship is any type of relationship interaction that the supplier of products or services has with a customer or potential customer.  Facilitate **Activity 1**. Debrief the activity, with each small group making a presentation and presenting their conclusions. | 5 | **6USMR LO3 E3 Activity 1**: Small group activity  Describe how understanding the nature of relationships may help marketers develop better relationships with customers. | **6USMR LO3 E3 Activity 1: Do customers want relationships?** |
| Differences in relationships | Difference between basic interaction and a relationship network:  Explain Gummesson’s statement that in the marketing environment, the most basic relationship is between the customer and the supplier. There are also more complex networks which are the webs of relationships that peoples in companies have. Where people have active contact with each other, this is called interaction.  Facilitate **Activity 2**. Debrief the activity, taking feedback from each small group. | 6 | **6USMR LO3 E3 Activity 2**: Small group activity    Imagine you are the IT manager for a large hospital. Your role is to buy IT equipment for the hospital and to ensure it operates effectively. Describe the relationship network that you may have at work. | **6USMR LO3 E3 Activity 2: Relationship networks** |
| The exchange process | The exchange process:   * Explain an exchange is what happens any time two or more people trade goods or services. * Three types of exchange - market based, committed market, domesticated market exchange * Explain the three types of exchange. See Study guide for more detail.   Facilitate **Class discussion.** | 7-8 | Contribute to **Class discussion**   * What is an example of an exchange you have personally had today? * What is an example of a market based exchange? * What is an example of a committed market exchange? * What is an example of a domesticated market exchange? |  |
| Categories of exchange | Categories of exchange – supplier, buyer, lateral, internal  Explain the categories of exchange that a typical company has.  Facilitate **Activity 3**. Debrief the activity, taking feedback from each small group. | 9 | **6USMR LO3 E3 Activity 3**: Small group activity  Working in one of four groups, you will be allocated one category of exchange from the following:   1. Supplier – goods supplier, services supplier 2. Buyer – immediate customer & ultimate customer 3. Lateral – competitors, non-for-profit organisations, government organisations 4. Internal – business units, employees, functional departments.   Your group needs to imagine you are the Marketing Director for a small charity. Give examples of the types of exchanges you may have in the category which you have been allocated. | **6USMR LO3 E3 Activity 3: Categories of exchange** |
| The nature of relationships | The nature of relationships – intimate, face to face, distant, no contact.  Explain that one way of characterising exchange relationships is the distance there is between the buyer and the seller  Facilitate **Activity 4**. Debrief the activity, taking feedback from each pair. | 10 | **6USMR LO3 E3 Activity 4:** Activity in pairs  Select an industry sector. List an example of each type of relationship - intimate, face to face, distant, no contact. Identify different strategies that you can adopt as a marketer for each type of relationship.  . | **6USMR LO3 E3 Activity 4: Nature of relationships** |
|  | Relationship matrix | Relationship matrix:  Explain that this is a way of visualising relationships, for example the degree of proximity between customers and suppliers – close or distant and the length of relationships – short-term and long-term.  Relationship matrix: explain the definitions of the relationship types in the matrix.  Facilitate **Class discussion.** | 11 -12 | Contribute to **Class discussion.**  How and when you would use a relationship matrix as a marketer?  In what circumstances may this be most appropriate? |  |
|  | Relationship properties | Relationship properties – Relationscape  Explain that a relationscape represents the relational landscape in a business environment. It is a way of identifying all active, visible and invisible relationships of a firm.  **Facilitate Activity 5**. Debrief the activity, taking feedback from each pair. | 13 | **6USMR LO3 E3 Activity 5**: Small group activity  List the strategies you can adopt for each aspect of the relationscape shown. | **6USMR LO3 E3 Activity 5: Relationscape** |
|  | Relationship development in B2B markets | Five stages of relationship development in B2B markets  Explain the five stages: partner selection, defining purpose, setting relationship boundaries, creating relationship value, relationship maintenance.  Wilson’s constructs of successful relationships  Explain that Wilson identified 13 constructs which are important in effective relationships.  Facilitate **Activity 6**. Debrief the activity, taking feedback from each group. | 14-15 | **6USMR LO3 E3 Activity 6**: Small group activity  Identify what activities need to take place in each of the five stages of relationship development in B2B markets to ensure a successful relationship. For each of the five stages, identify which of Wilson’s 13 constructs of successful relationships are most important. | **6USMR LO3 E3 Activity 6: Relationship development in B2B markets** |
|  | Strategic alliances | Explain that a strategic alliance is an agreement between two or more parties to pursue a set of agreed objectives for mutual benefits while remaining independent organisations.  Examples of strategic alliances: explain the different types of strategic alliances. See Study guide for more detail.  Facilitate **Activity 7**. Debrief the activity, taking feedback from each group. | 16-17 | **6USMR LO3 E3 Activity 7**: Small group activity  Allocate one type of strategic alliance to each small group.  Research and provide an example of the type of strategic alliance you have been allocated. | **6USMR LO3 E3 Activity 7: Examples of strategic alliances** |
|  | Supplier interaction | Nature and scope of supplier interaction: explain the nature and scope of supplier interaction – captive buyer, captive supplier, market exchange relationship and strategic partnership.  Investments in relationships determine the quality of the buyer and supplier interaction: explain specific investments in relationships determine the quality of the buyer and supplier relationship.  Facilitate **Activity 8**. Debrief the activity, taking feedback from each group. | 18-19 | **6USMR LO3 E3 Activity 8**: Small group activity  Look at Bensaou’s model of supplier interaction. Critically assess how a captive supplier relationship can be strengthened. | **6USMR LO3 E3 Activity 8: Strengthening B2B relationships** |
|  | Homework | Brief on Homework Activity 9. |  | Listen and ask questions as necessary.  Individual activity as homework.  **6USMR LO3 E3 Activity 9:** Individual activity  Here are links to examples of strategic alliances:  <http://www.indiainfoline.com/article/news/icici-bank-and-vodafone-india-announces-strategic-alliance-to-launch-m-pesa-5539284905_1.html>  <https://www.allbound.com/blog/successful-strategic-alliances-5-examples-of-companies-doing-it-right>  Read the examples in the links.  Research and identify a further example of a successful strategic alliance in your country or region. Be prepared to present your findings at the next session. | **6USMR LO3 E3 Activity 9: Homework strategic alliances** |
|  | Review of session and assessment criterion |  |  | Listen and ask questions as necessary. |  |

### SESSION 2: Relationship networks

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| **Approx.**  **Duration** | **Topic** | **Tutor Activity** | **Slides** | **Learner Activity** | **Formative Assessment** |
| 6 to 7 hours | Introduction to session and assessment criterion | Learning outcome 3.2  **6USMR Tutor Presentation E3.pptx** | 20 | Listen and makes notes |  |
|  | Review of homework | Facilitate **Activity 9**. Debrief the activity, taking feedback from each group.  **6USMR LO3 E3 Activity 9:** Individual activity  Read the examples of strategic alliances in the links.  Research and identify a further example of a successful strategic alliance in your country or region. Be prepared to present your findings at the next session.  Take feedback from each learner. |  | Contribute to discussion  Listen and makes notes | **6USMR LO3 E3 Activity 9: Homework strategic alliances** |
|  | Social groups | Social groups: explain how groups can be divided into primary groups and secondary groups. Primary groups consist of those people who influenced the first part of our life and shape our values. Secondary groups are often based on shared interests, hobbies and activities that we undertake as we get older.  In-groups and out-groups: explain the favouritism we experience for the group we are in, as opposed to those we are not – the out-group.  Facilitate **Activity 10**. Debrief the activity, taking feedback from each pair. | 21-22 | **ACTIVITY 10:** Activity in pairs  Appreciative enquiry: Interview your partner and list the social groups to which they belong.  Provide examples of their perception of in-groups and out-groups.  Critically assess how understanding personal networks can help marketers build long-term relationships. | **6USMR LO3 E3 Activity 10: Personal networks** |
|  | Networks | Networks – social networks, homophily, informal networks.  Explain social networks are the social ties that link us together with other people. Homophily is present in many social networks - the tendency of individuals to associate and bond with similar others. Informal networks are the random links and connections we have with a wide variety of other people.  Facilitate **Activity 11**. Debrief the activity, taking feedback from each group. | 23 | **Activity 11:** Small group activity  Marketers can use Facebook to tap in to personal social networks.  Review: <https://www.socialmediaexaminer.com/10-successful-facebook-marketing-examples/>  Critically evaluate techniques marketers in the examples use to build brand advocacy.  Research on the internet other examples of brands that use the concept of social networks and homophily to build long-term customer relationships. | **6USMR LO3 E3 Activity 11: Social ties** |
|  | Types of relationship networks | Types of relationship networks – Guanxi, Blat, Boon Koon & Et-Moone, Old boy network, Keiretsu.  Explain the relationship networks. See Study guide for further detail.  Facilitate **Activity 12**. Debrief the activity, taking feedback from each group. | 24 | **6USMR LO3 E3 Activity 12:** Small Group activity  Take one of the relationship networks described such as Guanxi, Blat, Boon Koon & Et-Moone, Old boy network and Keiretsu and investigate its prevalence in its country of origin.  Given these types of relationship networks, critically assess and describe the implications for B2B marketers in the countries where these networks exist. | **6USMR LO3 E3 Activity 12: Implications of relationship networks** |
|  | SME networking | SME networking: explain the structural dimension of networking for SMEs, its usage and relational dimensions.  Facilitate **Activity 13**. To debrief the activity, divide participants in to pairs and ask each person in the pair to critically assess their partner’s mini essay. | 25 | **6USMR LO3 E3 Activity 13** Individual activity: Mini essay  Research and assess the contribution SMEs make to your country’s economy. Describe what you would have to consider if you were marketing a product or service to an SME. | **6USMR LO3 E3 Activity 13: Mini essay SME marketplace** |
|  | Value of relationships | Value: explain both parties in an exchange relationship make judgements about desired and perceived value. A relationship therefore has value implications for both buyers and sellers.  Tangible and intangible value: explain tangible value refers to direct outcomes of the relationship. Intangible value outcomes are represented as values that signify ongoing relationship benefits that enhance future trading ability  Facilitate **class discussion.** | 26-27 | Contribute to **classroom discussion**  What are examples of tangible value in a relationship?  What are examples of intangible value in a relationship? |  |
|  | Costs and benefits of relationships | Cost and benefits of relationships: explain there are costs and benefits to the supplier in developing long-term relationships with the buyer.  Explain relationship value in respect of transaction costs and length of relationship.  Facilitate **Class discussion.** | 28 | Contribute to **Class discussion.**  What are the costs to the supplier associated with developing long-term relationships?  What are the two benefits associated with developing a long-term relationship with the buyer? |  |
|  | Review of session and assessment criterion, plus learning outcomes 3. |  |  | Listen and ask questions as appropriate. |  |