### **Scheme of Work**

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

Note: sessions are designed so that they can be ‘chunked down’ depending on delivery timetable.

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| **Element, LO and AC** | **Session title** | **Topics covered** | **Approx. duration** | **Session**  | **Resource** | **Formative activities** |
| Element 1LO11.1 | **The development of relationship marketing** | Definition of marketingThe development of relationship marketing Benefits of relationship marketingGlobalisation trendsServices marketing developmentB2B marketingDigital marketing developmentRelational marketing in non-Western cultures | 4-5 hours | SESSION PLAN Element 1 LO1Session 1 | 6USMR Tutor Presentation E1.pptx | **6USMR LO1 E1 Activity 1 – 4 Ps of the marketing mix****6USMR LO1 E1 Activity 2: The 7 Ps of the marketing mix****6USMR LO1 E1 Activity 3: The marketing of global brands****6USMR LO1 E1 Activity 4: Services marketing****6USMR LO1 E1 Activity 5: Digital marketing****6USMR LO1 E1 Activity 6: Homework mini essay** |
| Element 1LO11.2 | **The scope of relationship marketing** | Different schools of relationship marketing6 markets model and networks Segmentation and holistic marketing orientation  | 3-4 hours | SESSION PLAN Element 1 LO1Session 2 | 6USMR Tutor Presentation E1.pptx | **6USMR LO1 E1 Activity 7: 6 Markets model****6USMR LO1 E1 Activity 8: Identify the business networks****6USMR LO1 E1 Activity 9: Holistic marketing approach** |
| Element 1LO11.3 | **The application of relationship marketing orientation** | Trust and commitmentTen factors that affect whether people trustCustomer bonding, empathy, reciprocity, shared valuesCommunications and customer engagement, engagement software, measurement of engagement | 3-4 hours | SESSION PLAN Element 1 LO1Session 3 | 6USMR Tutor Presentation E1.pptx | **6USMR LO1 E1 Activity 10: Brands that you trust****6USMR LO1 E1 Activity 11: Functional and emotional benefits****6USMR LO1 E1 Activity 12: Shared values****6USMR LO1 E1 Activity 13: Measurement of customer engagement****6USMR LO1 E1 Activity 14: Mini essay on a brand** |
| Element 1LO11.4 | **Comparison of the benefits of relationship marketing and transactional marketing** | Transactional vs relationship marketing Added value of long-term relationships | 2-3 hours | SESSION PLAN Element 1 LO1Session 4 | 6USMR Tutor Presentation E1.pptx | **6USMR LO1 E1 Activity 15: Compare and contrast****6USMR LO1 E1 Activity 16: Churn and switching costs** |
| Element 2LO22.1 | **Changes to consumer behaviour (Part 1)** | Hierarchy of effectInfluence of digitalThe importance of feedback | 6-7 hours | SESSION PLAN Element 2 LO2Session 1 | 6USMR Tutor Presentation E2.pptx | **6USMR LO2 E2 Activity 1: Hierarchy of effect models****6USMR LO2 E2 Activity 2: The impact of digital****6USMR LO2 E2 Activity 3: The circular customer journey****6USMR LO2 E2 Activity 4: The importance of on-line reviews** **6USMR LO2 E2 Activity 5: Homework digital marketing** |
| Element 2LO22.1 | **Changes to consumer behaviour (Part 2)** | Changes to evoked set premiseMoments of truthPush and pull marketingLoyalty ladder | 6-7 hours | SESSION PLAN Element 2 LO2Session 2 | 6USMR Tutor Presentation E2.pptx | **6USMR LO2 E2 Activity 6: Role play MOTs****6USMR LO2 E2 Activity 7: ZMOT****6USMR LO2 E2 Activity 8:** **Identify a brand that creates long-term customer relationships on-line****6USMR LO2 E2 Activity 9: Push marketing****6USMR LO2 E2 Activity 10: Pull marketing****6USMR LO2 E2 Activity 11: Mini essay****6USMR LO2 E2 Activity 12: Definitions quiz** |
| Element 3LO33.1 | **Differences between marketing relationships and relationship marketing** | Relationship networksThe exchange processThe nature of relationshipsRelationship propertiesRelationship development in B2B marketsStrategic alliancesSupplier interaction | 6-7 hours | SESSION PLAN Element 3 LO3Session 1 | 6USMR Tutor Presentation E3.pptx | **6USMR LO3 E3 Activity 1: Do customers want relationships?****6USMR LO3 E3 Activity 2: Relationship networks****6USMR LO3 E3 Activity 3: Categories of exchange****6USMR LO3 E3 Activity 4: Nature of relationships****6USMR LO3 E3 Activity 5: Relationscape****6USMR LO3 E3 Activity 6: Relationship development in B2B markets****6USMR LO3 E3 Activity 7: Examples of strategic alliances****6USMR LO3 E3 Activity 8: Strengthening B2B relationships****6USMR LO3 E3 Activity 9: Homework strategic alliances** |
| Element 3LO33.2 | **Relationship networks** | Social groupsNetworksTypes of relationship networks SME networksValue of relationshipsCosts and benefits of relationships | 6-7 hours | SESSION PLAN Element 3 LO3Session 2 | 6USMR Tutor Presentation E3.pptx | **6USMR LO3 E3 Activity 10: Personal networks****6USMR LO3 E3 Activity 11: Social ties****6USMR LO3 E3 Activity 12: Implications of relationship networks****6USMR LO3 E3 Activity 13: Mini essay SME marketplace** |
| Element 4LO44.1 | **Strategic relationship marketing** | Value propositionCustomer life cycleCRMCRM and relationship marketingCRM and technologyCRM process and capabilitiesAdding valueCustomer journeyCustomer channelsTypes of CRMPerformance assessment | 6-7 hours | SESSION PLAN Element 4 LO1Session 1 | 6USMR Tutor Presentation E4.pptx | **6USMR LO4 E4 Activity 1: Value proposition****6USMR LO4 E4 Activity 2: Customer lifecycle****6USMR LO4 E4 Activity 3: CRM strategy****6USMR LO4 E4 Activity 4: Reason for failure****6USMR LO4 E4 Activity 5: Customer failure****6USMR LO4 E4 Activity 6: Customer journey mapping****6USMR LO4 E4 Activity 7: Omni-channel****6USMR LO4 E4 Activity 8: Performance assessment****6USMR LO4 E4 Activity 9: Future trends in CRM** |
| Element 4LO44.2 | **Relationship marketing planning and implementation issues in strategic relationship marketing** | Strategic relationship marketing processRelationship marketing planning frameworksIssues in the implementation of CRMImplementation and strategy developmentCRM implementationCRM systems and functionsOperational, analytical and collaborative CRMTypes of data captureImportance of business outcomes | 6-7 hours | SESSION PLAN Element 4 LO1Session 2 | 6USMR Tutor Presentation E4.pptx | **6USMR LO4 E4 Activity 10: Compare and contrast the planning frameworks****6USMR LO4 E4 Activity 11: Issue in the implementation of CRM****6USMR LO4 E4 Activity 12: CRM implementation****6USMR LO4 E4 Activity 13: CRM systems and functions****6USMR LO4 E4 Activity 14: Data capture****6USMR LO4 E4 Activity 16: Business outcomes****6USMR LO4 E4 Activity 16: Mini essay: Relationship marketing** |