### **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.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Element, LO and AC** | **Session title** | **Topics covered** | **Approx. duration** | **Session** | **Resource** | **Formative activities** |
| Element 1  LO1  1.1 | **The development of relationship marketing** | Definition of marketing  The development of relationship marketing  Benefits of relationship marketing  Globalisation trends  Services marketing development  B2B marketing  Digital marketing development  Relational marketing in non-Western cultures | 4-5 hours | SESSION PLAN Element 1 LO1  Session 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 1  LO1  1.2 | **The scope of relationship marketing** | Different schools of relationship marketing  6 markets model and networks  Segmentation and holistic marketing orientation | 3-4 hours | SESSION PLAN Element 1 LO1  Session 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 1  LO1  1.3 | **The application of relationship marketing orientation** | Trust and commitment  Ten factors that affect whether people trust  Customer bonding, empathy, reciprocity, shared values  Communications and customer engagement, engagement software, measurement of engagement | 3-4 hours | SESSION PLAN Element 1 LO1  Session 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 1  LO1  1.4 | **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 LO1  Session 4 | 6USMR Tutor Presentation E1.pptx | **6USMR LO1 E1 Activity 15: Compare and contrast**  **6USMR LO1 E1 Activity 16: Churn and switching costs** |
| Element 2  LO2  2.1 | **Changes to consumer behaviour (Part 1)** | Hierarchy of effect  Influence of digital  The importance of feedback | 6-7 hours | SESSION PLAN Element 2 LO2  Session 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 2  LO2  2.1 | **Changes to consumer behaviour (Part 2)** | Changes to evoked set premise  Moments of truth  Push and pull marketing  Loyalty ladder | 6-7 hours | SESSION PLAN Element 2 LO2  Session 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 3  LO3  3.1 | **Differences between marketing relationships and relationship marketing** | Relationship networks  The exchange process  The nature of relationships  Relationship properties  Relationship development in B2B markets  Strategic alliances  Supplier interaction | 6-7 hours | SESSION PLAN Element 3 LO3  Session 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 3  LO3  3.2 | **Relationship networks** | Social groups  Networks  Types of relationship networks  SME networks  Value of relationships  Costs and benefits of relationships | 6-7 hours | SESSION PLAN Element 3 LO3  Session 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 4  LO4  4.1 | **Strategic relationship marketing** | Value proposition  Customer life cycle  CRM  CRM and relationship marketing  CRM and technology  CRM process and capabilities  Adding value  Customer journey  Customer channels  Types of CRM  Performance assessment | 6-7 hours | SESSION PLAN Element 4 LO1  Session 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 4  LO4  4.2 | **Relationship marketing planning and implementation issues in strategic relationship marketing** | Strategic relationship marketing process  Relationship marketing planning frameworks  Issues in the implementation of CRM  Implementation and strategy development  CRM implementation  CRM systems and functions  Operational, analytical and collaborative CRM  Types of data capture  Importance of business outcomes | 6-7 hours | SESSION PLAN Element 4 LO1  Session 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** |