



FACULTY OF BUSINESS
BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING
LEARNING MODULE OUTLINE

Academic Year	2025-2026	Semester	1
Module Code	MRKT4120-411		
Learning Module	Relationship Marketing		
Pre-requisite(s)	None		
Medium of Instruction	English		
Credits	3	Contact Hours	45
Instructor	Dr. Jane Lung	Email	wylung@mpu.edu.mo
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MODULE DESCRIPTION

This course focuses on the concepts and issues which involve attracting, retaining, and enhancing long-term relationships with customers. It is concerned with the marketing strategies required to build and maintain these relationships with customers.

MODULE INTENDED LEARNING OUTCOMES (ILOS)

On completion of this learning module, students will be able to:

M1.	detail why and how relationships are key for firms to succeed in the digital age.
M2.	examine how evolutionary psychology serves as an overarching theory to understand and explain relationship marketing phenomena
M3.	weave a multitude of relevant theories and their focal constructs into a comprehensive relationship marketing framework
M4.	provide an actionable guidance on how to leverage different research-based approaches to relationship marketing dynamics, strategies for building and maintaining relationships, and targeting in today's relationship marketing environment
M5.	compile current issues and trends in relationship marketing research and practice, putting forward a research agenda evolving around 14 research tenets to help shape the future of relationship marketing



These ILOs aims to enable students to attain the following Programme Intended Learning Outcomes (PILOs):

PILOs (Bachelor of Business Administration in Marketing)	M1	M2	M3	M4	M5
P1. Explain the core concepts, values and Skills - Students are able to apply the marketing principles, concepts, theories in analyzing the changing business environment.	✓	✓	✓	✓	✓
P2. Apply appropriate Tools and technologies - Students are able to demonstrate using related tools, technology and skills to generate proposals and solutions.					✓
P3. Proceed Lifelong learning - Students are able to apply self and independent learning to leverage learned knowledge in practical life.	✓	✓			
P4. Adopt Leadership approaches - Students are able to develop collaborative groups, synergy teams in achieving objectives and shared goals.				✓	✓
P5. Demonstrate and practice Legal and Ethical Values - Students are able to identify professional ethics from broad business practices.				✓	✓
P6. Effective Communication Skills - Students are able to communicate and present ideas effectively.		✓		✓	
P7. Critical Thinking - Students are able to apply self understanding and analysis of critical perspectives to issues in broad conditions for problem solving.		✓			
P8. Intercultural Competence - Students are competent to associate in a diversified social and global community.	✓	✓			

MODULE SCHEDULE, COVERAGE AND STUDY LOAD

Week	Content Coverage	Contact Hours
	Introductory Chapter	
1	Relationship Marketing and the Digital Age	3.0
2	Relationship Marketing and the Digital Age	3.0
	Part I: Understanding Relationship Marketing	
3	Relationship Marketing Theory	3.0
4	Relationship Marketing Theory	3.0
5	Relationship Marketing Framework	3.0
6	Relationship Marketing Framework	3.0



7	Midterm Assessment	3.0
	Part II: Applying Relationship Marketing	
8	Relationship Marketing Dynamics	3.0
9	Relationship Marketing Strategies	3.0
10	Relationship Marketing Strategies	3.0
11	Relationship Marketing Targeting	3.0
	Concluding Chapter	
12	Research and Managerial Guidelines for Relationship Marketing in the Digital Age	3.0
13	Research and Managerial Guidelines for Relationship Marketing in the Digital Age	3.0
14	Project Presentations	3.0
15	Final Assessment/Examination	3.0

TEACHING AND LEARNING ACTIVITIES

In this learning module, students will work towards attaining the ILOs through the following teaching and learning activities:

Teaching and Learning Activities	M1	M2	M3	M4	M5
T1. Interactive Lectures	✓	✓	✓	✓	✓
T2. In-class Discussions	✓	✓	✓	✓	✓
T3. Assignments	✓	✓	✓	✓	✓
T4. Group Work and Presentations	✓	✓	✓	✓	✓
T5. Mid-Term Assessment	✓	✓	✓		
T6. Final Assessment/Examination	✓	✓	✓	✓	✓

ATTENDANCE

Attendance requirements are governed by the Academic Regulations Governing Bachelor's Degree Programmes of the Macao Polytechnic University. Students who do not meet the attendance requirements for the learning module shall be awarded an 'F' grade.



ASSESSMENT

In this learning module, students are required to complete the following assessment activities:

Assessment Activities	Weighting (%)	ILOs to be Assessed
A1. Assignments	20	1-5
A2. Group Project	20	1-5
A3. Midterm Assessment	20	1-5
A4. Final Assessment/Examination	40	1-5

The assessment will be conducted following the University's Assessment Strategy (see www.mpu.edu.mo/teaching_learning/en/assessment_strategy.php). Passing this learning module indicates that students will have attained the ILOs of this learning module and thus acquired its credits.

MARKING SCHEME

Letter Grade	Mark Ranges	Grade Point	Grade Definition
A	93-100	4.0	Excellent
A-	88-92	3.7	
B+	83-87	3.3	Very Good
B	78-82	3.0	Good
B-	73-77	2.7	
C+	68-72	2.3	Satisfactory
C	63-67	2.0	
C-	58-62	1.7	
D+	53-57	1.3	Pass
D-	50-52	1.0	
F	0-49	0	Fail

REQUIRED READINGS

Palmatier R. W., Steinhoff L. (2019). 1st Edition. Relationship Marketing in the Digital Age, Routledge.

REFERENCES

Egan, J. (2011). 4th Edition. Relationship Marketing: Exploring Relational Strategies in Marketing, Financial Times Press (UK) / Pearson.

Godson, M. (2009). Relationship marketing, Oxford University Press.

Gummesson, E. (2008). 3rd Edition. Total Relationship Marketing, Routledge.



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Harwood T. G., Broderick A. J., Garry T., (2008). 1st Edition. Relationship Marketing, McGraw-Hill.

Lung, J. (2015). Interdiscursivity in Public Relations Communication: Appropriation of Genre and Genre Resources. *Hermes – Journal of Language and Communication in Business*, 27(54), pp. 21-33.

Thaichon P., Ratten V. (2021). 1st Edition. Transforming Relationship Marketing Strategies and Business Models in the Digital Age, Routledge.

STUDENT FEEDBACK

At the end of every semester, students are invited to provide feedback on the learning module and the teaching arrangement through questionnaires. Your feedback is valuable for instructors to enhance the module and its delivery for future students. The instructor and programme coordinators will consider all feedback and respond with actions formally in the annual programme review.

ACADEMIC INTEGRITY

The Macao Polytechnic University requires students to have full commitment to academic integrity when engaging in research and academic activities. Violations of academic integrity, which include but are not limited to plagiarism, collusion, fabrication or falsification, repeated use of assignments and cheating in examinations, are considered as serious academic offenses and may lead to disciplinary actions. Students should read the relevant regulations and guidelines in the Student Handbook which is distributed upon the admission into the University, a copy of which can also be found at www.mpu.edu.mo/student_handbook/.