

Paper
MARKETING OF SERVICES

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Lecture on
Relationship Marketing

Faculty

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- Relationship Marketing**
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- Relationship Marketing: Constituent of Holistic Marketing**
- Key Constituent of Relationship Marketing**
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Relationship Marketing

Relationship Marketing aims to build mutually satisfying long-term relationships with key constituents in order to earn and retain their customers of service oriented business.

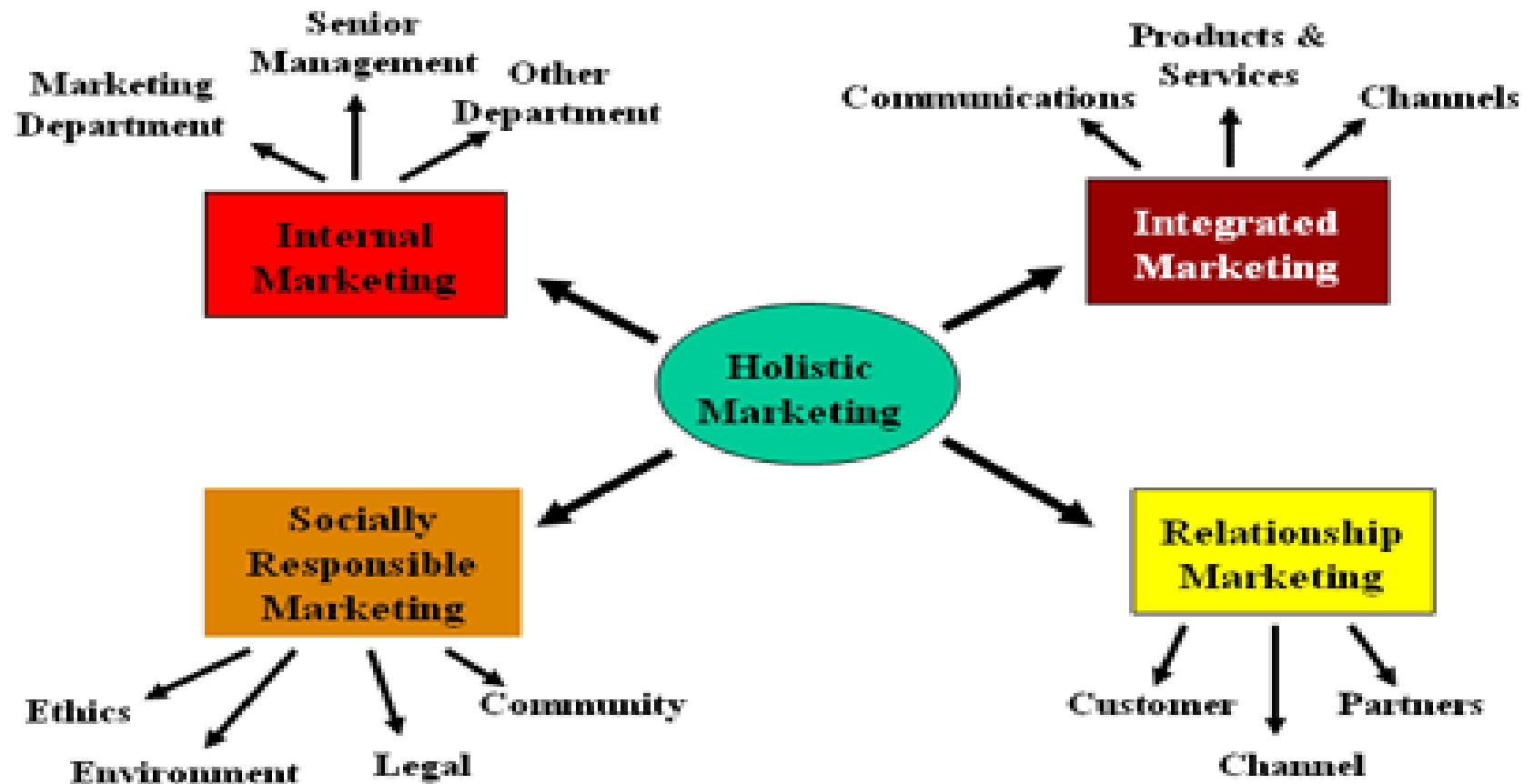
Holistic Marketing

Holistic marketing concept is based on the environment, design and implementation of marketing program, processes and activities.

Holistic marketing recognize that “**everything matters**” in marketing and that a broad, integrated perspective is often necessary.

Holistic Marketing is thus an approach that attempts to **recognize and reconcile** the scope and complexities of marketing activities of service.

Relationship Marketing: Part of Holistic Marketing



Key Constituents of RM

Four key constituents of relationship marketing are:

Customers

Employees

Marketing
Partners

Members of Financial
Communities

Outcome of Relationship Marketing

The ultimate outcome of Relationship Marketing is a **unique company asset** called as marketing network.

Marketing Network in service business consists of the company and its supporting stakeholder – customer employees, supplies, distributors, retailers, ad agencies, university researcher and others with whom it has built mutually profitable business relationships.



Thank you

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