

COURSE DETAIL

RELATIONSHIP MARKETING

Country

Korea, South

Host Institution

Yonsei University

Program(s)

Yonsei University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

159

UCEAP Course Suffix**UCEAP Official Title**

RELATIONSHIP MARKETING

UCEAP Transcript Title

RELATIONSHIP MARKTG

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

This course covers the principles of relationship marketing. Students are introduced to strategic and tactical issues involved in building and managing relationships with customers. The course also deals with analytical methods for identifying customer needs, calculating customer lifetime value, making targeting decisions, and evaluating the impacts of marketing activities. Emphasis is placed on the implementation of the methods using software tools. Topics include Marketing math, Analyzing customer data, Identifying customer needs & segmentation, Evaluating the impacts of marketing activities, Utilizing transaction data, Making targeting decisions, Customer retention, Customer lifetime value, and Relationship marketing in digital environments.

Language(s) of Instruction

English

Host Institution Course Number

BIZ4129

Host Institution Course Title

RELATIONSHIP MARKETING

Host Institution Course Details

<https://portal.yonsei.ac.kr/ui/index.html>

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Course Last Reviewed

2025-2026

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