

COURSE DETAIL

RELATIONAL MARKETING

Country

Spain

Host Institution

Complutense University of Madrid

Program(s)

Complutense University of Madrid

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Communication Business Administration

UCEAP Course Number

141

UCEAP Course Suffix**UCEAP Official Title**

RELATIONAL MARKETING

UCEAP Transcript Title

RELATIONAL MKTG

UCEAP Quarter Units

5.00

UCEAP Semester Units

3.30

Course Description

This course focuses on marketing communication and building customer relationships. It combines a theoretical approach, focused on the fundamentals of a digital relationship strategy, with the analysis and completion of practical case studies. Topics include: direct marketing; transition from direct to relationship marketing; customer identification; customer loyalty; customer relationship management (CRM); the loyalty plan; new relationship marketing; cross-functional integration of the digital element.

Pre-requisite- It is recommended to have taken and passed Marketing

Language(s) of Instruction

Spanish

Host Institution Course Number

803681

Host Institution Course Title

MARKETING RELACIONAL

Host Institution Course Details

<https://www.ucm.es/estudios/grado-publicidadyrelacionespublicas-plan-803681>

Host Institution Campus

SOMOSAGUAS

Host Institution Faculty

Facultad de Ciencias de la Información

Host Institution Degree

GRADO EN PUBLICIDAD Y RELACIONES PÚBLICAS

Host Institution Department

Departamento de Marketing

Course Last Reviewed

2025-2026

[Print](#)