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

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