



DISTANCE-LEARNING CERTIFICATE PROGRAMME ON RELATIONSHIP MARKETING

N-87533-2010-3

INTRODUCTION

The use of Relationship Marketing is becoming increasingly popular nowadays in building customer relationship which is enabled by the rapid technological development in recent years, especially the development of database technology. Relationship marketing is also known to be a pragmatic way of building brand loyalty which focuses on customer retention programmes that often offer direct benefits or incentives to consumers.

This course will cover both the conceptual and practical aspects of relationship marketing. The benefits of using relationship marketing as a marketing tool to build customer relationship will be explained in details.

OBJECTIVES

Upon completion of this programme, participants are expected to have gained:

- apply the principles of relationship marketing in marketing operations
- plan for campaigns which aim at enhancing customer relationship
- use membership system as a tool to encourage customer repurchase
- use direct mail as a tool to communicate to customer
- enhance customer loyalty through customer retention programmes

DESIGNED FOR

- those who intend to use relationship marketing strategies to build their business
- marketers who want to set up customer retention programmes
- executives operating membership clubs

FORMAT

This is a three-month certificate programme conducted through distance-learning. A self-tuition package which consists of the following will be sent to participants:

- 25 chapters - an effective study guide
- 4 assignments - a participant information folder

Participants are required to send the assignments for marking. All marked assignments will then be returned to participants with suggested answers.

STUDY MATERIALS

English

CONTENTS

I WHAT IS RELATIONSHIP MARKETING

1. Relationship Marketing - a Customer Focus Strategy
2. New Marketing in a Shifting Paradigm
3. Matching Your Strategy to Your Customer
4. The Nature of Relationship
5. A Model for Relationship Marketing
6. The Life Time Value of a Customer

II HOW RELATIONSHIP MARKETING DIFFERS FROM TRADITIONAL MARKETING APPROACH

7. Customer Retention as a Dominant Strategy
8. Position Your Product by Building Customer Relationship
9. Build Strategic Relationship with other Companies
10. Having Dialogue with Customers

III COMMUNICATE WITH YOUR CUSTOMERS

11. The Use of Direct Marketing as a Communication Tool
12. Customer's Perception of Corporate Personality
13. Integrating Customer into Your Corporation
14. Building a Marketing Database

IV BUILD UP RELATIONSHIP WITH YOUR CUSTOMERS

15. Selecting the Best Customers
16. Building Customer Loyalty
17. Reaching out for Potential Customers
18. Establishing Customer Retention Programs
19. Concept Development
20. Using Membership Marketing to Build Customer Relationship
21. The Issue of Privacy and Security
22. Building a Customer Relations Team

V CONCLUSION: THE FUTURE OF RELATIONSHIP MARKETING

23. Network Marketing - a Fast Growing Discipline of Relationship Marketing
24. Using Internet to Build Customer Relationship
25. Future Development of Relationship Marketing

FEE FOR EACH COURSE

HKMA Member: HK\$990
Non-member: HK\$1,060

including

- all self-study materials
- marking of assignments
- award of certificate

EXTRA POSTAGE FEE FOR NON-LOCAL STUDENTS

China, Taiwan and Macau: HK\$90
South East Asia: HK\$110
Other Countries: HK\$160
(For each course)

DURATION

7 August - 7 November 2010

RECEIPT OF STUDY PACKAGE

Participants will receive the study package by registered mail within 7 days after the commencing date of the programme.

For enquiries concerning the receipt of study package, please contact Ms Kathy Cheng on 2774-8511 Ext 313 (Distance Learning Programme Secretariat) during normal office hours.

ENQUIRIES

For reservations and enquiries, please call 2774-8501 (Customer Service Department). For course details other than reservations and enquiries, please contact Ms Kathy Cheng on 2774-8511 ext 313 or Ms Shirley Chan on 2774-8569; or visit the HKMA website: www.hkma.org.hk/dlcp; Mobile website: www.m.hkma.org.hk.

課程費用(每項課程)

本會會員：HK\$990
非會員：HK\$1,060
包括：

- 研習教材
- 習作批改
- 證書頒發

非本港學員須另繳額外郵費(每項課程)

中國、台灣及澳門： HK\$90
東南亞國家： HK\$110
其他國家： HK\$160

課程為期三個月

2010年8月7日至11月7日

寄遞研習教材

研習教材將於開課後7天內以掛號形式郵寄予各學員。如欲查詢教材之郵遞，請於正常辦公時間內致電2774-8511內線313與鄭惠燕小姐聯絡(函授課程秘書處)。

查詢

報名及一般查詢請電2774-8501(客戶服務部)。有關本課程詳情，請電2774-8511內線313與鄭惠燕小姐或2774-8569陳沙麗小姐聯絡，或網址：WWW.HKMA.ORG.HK/DLCP; 手機網址：WWW.M.HKMA.ORG.HK。

HONG KONG
2010

DISTANCE-LEARNING

CERTIFICATE PROGRAMME (7 August - 7 November 2010)

函授證書課程

(2010年8月7日至11月7日課程)

Please indicate by ticking the appropriate box, which programme you would like to enrol:

FEE FOR EACH COURSE

1. N-27561-2010-3 DLCP on Strategic Tools and Techniques for Managing Financial Risks
 2. N-87528-2010-3 DLCP on Public Relations - How to Handle Corporate Communications
 3. N-87533-2010-3 DLCP on Relationship Marketing
 4. N-A7501-2010-3 DLCP on Essential Management for Senior Secretaries and Personal Assistants
 5. N-A7505-2010-3 DLCP on Corporate Human Resource Management
 6. N-A7508-2010-3 DLCP on Key Aspects of Effective Project Management
 7. N-A7512-2010-3 DLCP on Effective Business Writing for Executives
 8. N-A7521-2010-3 DLCP on How to Reduce Office Expenses and To Maximize Operational Efficiency

HKMA Member: HK\$990
Non-member: HK\$1,060

ENROLMENT FORM

*Applicants should include their HKID card number and fill in their details in block letters.
The Association will issue certificates based on following details and name format.

Name (Mr/Ms): _____

HKID Card No.: _____ HKMA Membership No.: _____

Position: _____

Company: _____

Address of Company: _____

Nature of Business (e.g. Toy Manufacturing), please specify: _____

Job Responsibilities: _____

Tel No. (Co): _____ (Home): _____ (Mobile): _____

Fax No. (Office): _____ E-mail: _____

Correspondence Address: _____

Cheque Number: _____ Cheque Amount: HK\$ _____

Education Level: Master or above Bachelor HKMA Diploma Other Diploma
 Matriculation Secondary Others (Please specify) _____

Total Number of Years' Working Experience: _____ Years of Working Experience in Course-Related Field: _____

Name and Title of Nominator (Mr/Ms): _____

Nominator Email / Address: _____

Sponsorship Company-sponsored Self-sponsored OINA

Where did you **FIRST** learn about this programme?

- Email Promotion from HKMA Email Promotion from Other Website (Please specify): _____
 Newspaper (Please specify): _____ Direct Mail by Post
 Website Advertisement (Please specify): _____ HKMA Website
 MTR Station Display (Please specify): _____ Exhibition (Please specify): _____

I understand that all handout materials obtained are strictly for my own educational purposes.

Signature: _____ Date: _____

- Registration must be made on the Enrolment Form provided and returned to the Association **7 days before the programme commencement date(s)** with full fee.
- Acceptance is subject to the discretion of the Association.
- Applicants will be notified by telephone to confirm receipt of the application form and full programme fee. An official receipt will be sent to you within two weeks. For **ENQUIRIES** please call **2774-8501 (Customer Service Department)** during normal office hours or fax **2774-8503**.
- No refund will be made after payment.
- The HKMA reserves the right to make alterations regarding the details. **For course details, please contact Customer Service Department on 2774-8501; Ms Kathy Cheng on 2774-8511 ext 313 or Ms Shirley Chan on 2774-8569.**
- Website: WWW.HKMA.ORG.HK Mobile Website: WWW.M.HKMA.ORG.HK
- Personal data will be used for the purposes of market research, programme development and direct mailing.
- This form together with a crossed cheque payable to **The Hong Kong Management Association** should be returned to: Director General, The Hong Kong Management Association, 16/F, Tower B, Southmark, 11 Yip Hing Street, Wong Chuk Hang, Hong Kong.
- The HKMA supports the equal opportunities policy, without discriminating against any person on the grounds of gender, disability, family status or any other basis.