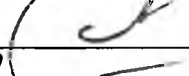


Educational Institution
“Belarus State Economic University”

APPROVED BY
Rector of Educational Institution
“Belarus State Economic University”

 A.Egorov
19.12 2024 year.

Registration number № 6443-24

RELATIONSHIP MARKETING

The curriculum of the Educational Institution
in the academic discipline for the majors
7-06-0412-04 "Marketing" and 7-06-0311-01 “Economics”

The curriculum is based on the educational standard for advanced higher education ESHE 7-06-0412-04-2023, the curriculum for the majors 7-06-0412-04 “Marketing” and 7-06-0311-01 “Economics”

COMPILERS:

S.V.Osnovin, Associate Professor of the Marketing Department of the Belarusian State Economic University, Candidate of Agricultural Sciences

N.A.Poleschuk Associate Professor of the Marketing Department of the Belarusian State Economic University, Candidate of Economic Sciences

REVIEWERS:

T.N. Beliatskaya, Head of the Management Department, Belarusian State University of Informatics and Radioelectronics, PhD in Economics;

T.V. Kuznetsova, Associate Professor of the Logistics and Pricing Policy Department of the Belarusian State Economic University, Candidate of Economic Sciences

RECOMMENDED FOR APPROVAL:

Department of Marketing of the Educational Institution "Belarusian State Economic University"

(protocol No. 4 dated 11 . 11 .2024);

Methodological commission for the specialties “Marketing”, “Logistics”, “Advertising activities” of the educational institution “Belarusian State Economic university"

(protocol No. 2 dated 29 . 11 .2024);

Scientific and methodological council of the educational institution "Belarusian State Economic University"

(protocol No. 2 dated 18 . 12 .2024).

EXPLANATORY NOTE

The curriculum in the discipline “Relationship Marketing” is aimed at developing and using the concept of relationship marketing in an organization and at developing the professional skills of specialists in the field of theory and practice of its use. The importance and relevance of the academic discipline is explained by the fact that relationship marketing directs the company’s activities to maintain and strengthen business relationships with key partners and customers in the market, thereby positively affecting the overall efficiency of the enterprise and the process of generating profit.

The purpose of teaching the academic discipline “Relationship Marketing” is to reveal the essence of relationship marketing and show the possibilities of its use in the practical activities of a modern organization, as well as to instill skills and abilities in the field of relationship marketing methodology.

Achieving this goal involves solving **the following tasks**:

- ensuring the use of the concept of relationship marketing in the management of the organization;
- ensuring the sustainable functioning of the organization through the effective use of relationship marketing tools;
- identifying the organization's existing and potential capabilities for managing relationships with stakeholders;
- ensuring growth in the value of key customers and maximizing their profitability;
- application of modern technologies and relationship marketing tools;
- planning, organizing and controlling the marketing of the organization's relationships.

On completion of this course, master’s degree students should have the following competencies:

universal:

develop innovative receptivity and ability to innovate.

specialized:

analyze the features of the implementation of relationship marketing, successfully use them in the practical activities of enterprises and organizations.

As a result of studying the discipline, the master’s degree students must

know:

- the essence, main categories and concepts of relationship marketing;
- concept of relationship marketing;
- relationship marketing tools;
- scope of application of relationship marketing;
- basics of relationship marketing management;
- trends in the development of relationship marketing.

be able to:

- assess the client’s value and develop recommendations for its fullest use;
- apply relationship marketing tools in the practical activities of enterprises;
- develop relationship marketing strategies;

- evaluate the economic effect of interaction between the enterprise and its stakeholders;

- carry out in practice planning and monitoring the implementation of the relationship marketing strategy.

have a skill in:

- carrying out analytical work in the field of relationship marketing using various methods and techniques;
- using approaches to conducting marketing research;
- possession of tools for determining customer value;
- applying knowledge to manage the company's relationships with key partners in the market;
- use of modern information technologies in relationship marketing;
- implementation of methods for assessing the effectiveness of the implementation of the relationship marketing strategy.

As part of the educational process in this academic discipline, the master's degree students must acquire not only theoretical and practical knowledge, skills and abilities in the specialty, but also develop his value-personal, spiritual potential, develop the qualities of a patriot and citizen, ready for active participation in economic, industrial, socio-cultural and public life of the country.

The academic discipline "Relationship Marketing" for major 7-06-0412-04 "Marketing" belongs to the "Managing International Marketing" module of the educational institution component. For major 7-06-0311-01 "Economics" - to the module "Organizational support of the business" of the educational institution component.

The discipline "Relationship Marketing" is based on the knowledge gained as a result of studying the academic disciplines "Marketing Theory", "Integrated Marketing Communications", "Marketing Management", "Sociocultural Communications in Business".

Form of higher education: full-time.

In accordance with the curriculum of specialty 7-06-0412-04 "Marketing" the discipline is allocated to:

Full-time education:

total number of teaching hours – 102, in-class hours - 42, of which lectures - 18 hours, tutorials - 24 hours.

Distribution of classroom time by courses and semesters:

1st semester – lectures - 18 hours, tutorials - 24 hours;

Independent work of master students – 60 hours;

Credits – 3 units.

The form of intermediate certification is an exam (specialization "International Marketing") and a credit (specialization "Event Marketing") in the 1st semester.

In accordance with the curriculum of specialty 7-06-0311-01 "Economics" the discipline is allocated to:

Full-time education:

total number of teaching hours – 102, in-class hours - 42, of which lectures - 20 hours, tutorials - 10 hours, seminars - 12 hours.

Distribution of classroom time by courses and semesters:

1st semester – lectures - 20 hours, tutorials - 10 hours, seminars - 12 hours.

Independent work of master students – 60 hours;

Credits – 3 units.

The form of intermediate certification is a credit in the 1st semester.

CONTENT OF TRAINING MATERIAL

Topic 1. Development of the concept of relationship marketing

Basic prerequisites for the formation and development of relationship marketing. Disadvantages of the classical marketing concept. Customer orientation. Customer and enterprise value. The need to develop relationship marketing. Increased competition. Changing purchasing behavior. Technology development. Changing marketing environment. Transformation of the classical marketing concept into the concept of relationship marketing. Transactional marketing. The evolution of marketing. Fundamentals of relationship marketing. Stakeholders and their role in relationship marketing.

Legal basis of marketing activities in the Republic of Belarus. Laws “On the Protection of Consumer Rights”, “On Advertising”, “On Trademarks and Service Marks”, “On Pricing”.

Topic 2. The place and role of the client in relationship marketing

Client entity. Classification of clients. The role of the client in relations with the enterprise.

Customer life cycle. The essence of the customer life cycle. Main stages of the customer life cycle. Attracting a client. Client retention. Re-capturing the client.

Factors that determine the intensity of business relations between an enterprise and a client. Decision making in relationship marketing based on customer life cycle analysis.

Customer value. The essence of value. Value scale. Value chain. Specifics of customer value. Customer value in relationship marketing. Enterprise value from the customer's perspective. Perceived value. Ladder of value. Customer value from an enterprise perspective. A summary assessment of customer value. Customer value research.

Topic 3. Approaches and methods to determining customer value

Classification of customer value research methods. Unidimensional methods for investigating customer value. Multidimensional methods for investigating customer value. ABC method. The essence of the ABC method. Practical implementation of the ABC method. Generating customer data. Calculation of indicators used in customer value research. Visualization and interpretation of the obtained results. Graphic interpretation of the research results. Regional Customer Value Study. Prospect value research. Using the ABC method for customer segmentation.

XYZ method. The essence of the XYZ method. Generating customer data. Formation of an ordered list of clients taking into account the value of the coefficient of variation. Visualization and interpretation of the obtained results.

Effective methods for determining customer value. The main differences between effective methods for determining customer value. Determination of the net result of relationships with clients. Marginal method for determining customer value. Process-oriented customer value research. Process approach to enterprise

activities. The process of “serving the client.” The main advantages and disadvantages of effective methods for determining customer value.

Customer lifetime value. Formula for calculating customer lifetime value. Determining the duration of the relationship between the enterprise and the client. The role and significance of the discount interest rate.

Multidimensional methods for determining customer value. Quantitative methods for determining customer value. Scoring methods for determining customer value. PFM method. GSM method. Advantages of quantitative methods for determining customer value.

Portfolio models for customer value research. Boston Consulting Group model. Portfolio analysis algorithm. Calculation of customer value criteria values. Visualization and analysis of the results obtained. McKinsey model. Collection of customer data. Calculation of customer value criteria values. Data visualization and interpretation of the results obtained. Possibility of using portfolio models.

Topic 4. CRM marketing

Goals and objectives of CRM marketing. Benefits of CRM marketing. CRM Marketing Tools: CRM, analytics tools, marketing automation, social media, email integration, mobile apps, CRM analytics, chatbots and virtual assistants.

CRM marketing in B2B business. CRM marketing in B2C business. Segmentation, personalization, automation.

Implementation of CRM marketing. Types of CRM. Functions of the CRM system. Choosing a CRM system. Integration of CRM into business processes. Analysis of the customer base using CRM. Monitoring and analysis of system operation. Collecting feedback.

CRM Marketing Strategy. CRM Marketing Management. Customer data accumulated in CRM systems. Types of customer data: purchase details, hobbies and interests, customer reviews, online activity.

Modern trends in CRM marketing. Integration of CRM with artificial intelligence for deep data analysis. Focus on Big Data. Mobile CRM.

Topic 5. Customer-oriented enterprise management

An enterprise's focus on customers as a factor in its effective operation. Development of the enterprise's customer base. Organization of client-oriented enterprise management. Management pyramid. Formation of customer-oriented processes in the enterprise. Customer-oriented staff motivation.

Customer satisfaction as a factor in maintaining relationships. The essence of customer satisfaction. Basic theories of customer satisfaction. Customer satisfaction assessment. The degree of customer satisfaction as an indicator of their segmentation. The influence of satisfaction and dissatisfaction on the activities of the enterprise.

Strengthening relationships as a result of customer focus and satisfaction. The essence of strengthening connections. Factors influencing the strengthening of ties. Legal factors. Technical factors. Situational factors. Economic forces. Association with the client and “tying” the client.

Marketing opportunities to strengthen connections. Product policy. The essence of commodity policy. Standardization and adaptation of goods. Improvement of service. After-sales activities. Product quality management. Distribution policy. Distribution policy instruments. Centralization and decentralization of product delivery. Pricing policy. Objectives of pricing policy. Pricing policy instruments. Flexible prices. Bonuses and discounts. Discount cards. Legal factors of pricing policy. Marketing communications. Marketing communications mechanism. Communication policy tools. Direct mail. Customer Service Center. Client clubs. Internet marketing.

Combining various tools to strengthen relationships with clients. The impact of strengthening ties on the activities of the enterprise. Enterprise security. Growth in production and sales of products. Increased profitability. Opportunities to strengthen relationships with clients.

Delivering high customer value in relationship marketing. SWOT analysis of customer relationships.

Topic 6. Managing relationships with internal stakeholders

Interaction between an enterprise employee and a client. The essence and functions of internal marketing. Internal marketing concept. Key elements of the organization's corporate culture: corporate tools and rules of communication between employees, traditions of the organization. Study of the degree of satisfaction of enterprise employees. Staff retention and loyalty. Internal marketing mix.

Formation of an internal marketing system at the enterprise. Promotion of marketing ideas within the enterprise as a whole and at the level of individual divisions.

Topic 7. Management of relationships with external stakeholders

Building strong relationships with key partners of the organization. Key aspects of building relationships with key partners. Reducing risks and problems with external stakeholders through relationship marketing. Increase efficiency and productivity through strong relationships with key partners. Creating competitive advantage through mutually beneficial relationships with key partners.

Partnership with suppliers, intermediaries, contact audiences. Horizontal partnership. Relationship research. Establishing connections and cooperation. Types of cooperation. Development of cooperative relationships. Benefits and costs of building partnerships. Disadvantages of partnership.

Topic 8. Relationship Marketing Performance

Possibilities of using approaches and criteria for assessing marketing performance for the concept of relationship marketing. Key indicators characterizing relationship marketing, the procedure for their assessment, research methods used, methods of recording and processing data, interpretation of the final indicators.

The procedure for assessing relationship marketing: the composition of the required specialists, their level of qualifications, regulations for the use of external consultants and internal specialists. Availability of the necessary information to evaluate effectiveness, assessment of its accessibility, degree of reliability and possibility of use for analysis. Costs of attracting and retaining customers.

EDUCATIONAL AND METHODOLOGICAL MAP OF THE ACADEMIC DISCIPLINE

"Relationship Marketing"

Major 7-06-0412-04 "Marketing"

(full-time receiving advanced higher education)

Section number, topics	Title of section, topic	Number of in-class hours						Literature	Form of knowledge control
		Lectures	Tutorials	Seminars	Laboratory classes	Number of hours of supervised independent work			
						L	T/S		
1	2	3	4	5	6	7	8	9	10
1 semester									
Topic 1	Development of the concept of relationship marketing	2						[1-13]	
	Development of the concept of relationship marketing		2					[1-13]	Survey, discussion
Topic 2	The place and role of the client in relationship marketing	2						[1-13]	
	The place and role of the client in relationship marketing		2					[1-13]	Survey, presentation
Topic 3	Approaches and methods to determining customer value	2						[1-13]	
	Approaches and methods to determining customer value		4					[1-13]	Knowledge control 1, solving practical cases
Topic 4	CRM marketing	2						[1-13]	
	CRM marketing		4					[1-13]	Solving practical cases
Topic 5	Customer-oriented enterprise management	4						[1-13]	
	Customer-oriented enterprise management		4					[1-13]	Survey, discussion
Topic 6	Managing relationships with internal stakeholders	2						[1-13]	

	Managing relationships with internal stakeholders		2					[1-13]	Knowledge control 2, solving practical cases
Topic 7	Management of relationships with external stakeholders	2						[1-13]	
	Management of relationships with external stakeholders		4					[1-13]	solving practical cases, survey
Topic 8	Relationship Marketing Performance	2						[1-13]	
	Relationship Marketing Performance		2					[1-13]	Knowledge control 3, solving practical cases
	Total 1st semester	18	24			0	0		Exam/Credit
	Total hours	18	24			0	0		

EDUCATIONAL AND METHODOLOGICAL MAP OF THE ACADEMIC DISCIPLINE

"Relationship Marketing"

Major 7-06-0311-01 "Economics"

(full-time receiving advanced higher education)

Section number, topics	Title of section, topic	Number of in-class hours						Literature	Form of knowledge control
		Lectures	Tutorials	Seminars	Laboratory classes	Number of hours of supervised independent work			
						L	T/S		
1	2	3	4	5	6	7	8	9	10
1 semester									
Topic 1	Development of the concept of relationship marketing	2						[1-13]	
	Development of the concept of relationship marketing		2					[1-13]	Survey, discussion
Topic 2	The place and role of the client in relationship marketing	2						[1-13]	
	The place and role of the client in relationship marketing		2					[1-13]	Survey, presentation
Topic 3	Approaches and methods to determining customer value	2						[1-13]	
	Approaches and methods to determining customer value		2	2				[1-13]	Knowledge control 1, solving practical cases
Topic 4	CRM marketing	2						[1-13]	
	CRM marketing			2				[1-13]	Solving practical cases
Topic 5	Customer-oriented enterprise management	4						[1-13]	
	Customer-oriented enterprise management		2	2				[1-13]	Survey, discussion

Topic 6	Managing relationships with internal stakeholders	4						[1-13]	
	Managing relationships with internal stakeholders		2	2				[1-13]	Knowledge control 2, solving practical cases
Topic 7	Management of relationships with external stakeholders	2						[1-13]	
	Management of relationships with external stakeholders			2				[1-13]	solving practical cases, survey
Topic 8	Relationship Marketing Performance	2						[1-13]	
	Relationship Marketing Performance			2				[1-13]	Knowledge control 3, solving practical cases
	Total 1st semester	20	10	12		0	0		Credit
	Total hours	20	10	12		0	0		

INFORMATIONAL AND METHODOLOGICAL PART

Literature

Basic:

1. Akulich, I.L. Marketing. Minsk.: Higher School, 2017.
2. Akulich, I.L., Gerchikov I.Z. Relationship Marketing. Minsk .-. Magic Book, 2009.
3. Isaac, J. Relationship Marketing. Analysis of marketing strategies based on relationships. M, Unity-Dana, 2007.
4. Mann, I.M, Returnees. Marketing return: how to return lost customers / Igor Mann, Anna Turusina. - M .: Mann, Ivanov and Ferber, 2013. — 128 p.
5. Nedyakin, M.V., Sincere service. How to motivate employees to do more than enough for a client. Even when the chef does not look / Maxim Nedyakin. - M.: Mann, Ivanov and Ferber, 2014.- 192 p.
6. Graves, F., Clientology. What your buyers / Philip Graves really want; translation from English S. Gulyaev. - M.: Mann, Ivanov and Ferber, 2013. - 256 p.

Additional:

7. Barlow Janelle, Moller Klaus, A complaint is a gift. How to keep customer loyalty in difficult situations. - 2nd ed., Pererab. and add. / [Trans, from English A. Logvinskoy]. - M .: ZAO "Olimp-Business", 2011. - 352 pp., 111.
8. Gebei, J. Marketing: new opportunities. / Jonathan Gebey // FAIR - PRESS, 2002.
9. Doyle, P. Marketing, management and strategy. / P. Doyle, F. Stem // SPb .: Peter, 2008.
10. Zalozhnev, A.Yu. Information technology marketing. Customer Relationship Management. / A.Yu.Zalozhnev, ELShuremov // Accounting and Banks, 2009.
11. Egan, J. Relationship Marketing. Analysis of marketing strategies based on relationships. / John Egan // Unity - Dana, 2007.
12. Kushch, S.P. Relationship marketing in industrial markets. / S.P.Kushch // Publishing House of St. Petersburg University, 2008.
13. Repyev, A.P. Marketing thinking or clientele. / A.P. Rapiev // M .: Eksmo, 2006.

Questions for the exam/credit

1. Marketing as a management activity.
2. Relationship marketing: concept and principles
3. Basic prerequisites for the formation and development of relationship marketing.
4. Transformation of the classical concept of marketing into the concept of relationship marketing.
5. The evolution of marketing. Fundamentals of relationship marketing.
6. Supplier relationship management.
7. Building partnerships with intermediaries.
8. The role of the client in relations with the organization. Client entity. Ladder of loyalty.
9. Main stages of the customer life cycle.
10. Factors that determine the intensity of the organization's relationship with the client.
11. Customer value in relationship marketing.
12. Market potential of the client.
13. Resource potential of the client.
14. Classification of value research methods.
15. Essence and practical implementation of the ABC method.
16. Relationship Marketing and Direct Marketing
17. Qualitative and quantitative research on customer value.
18. Customer lifetime value. Formula for calculating customer lifetime value.
19. Determining the duration of the relationship between the organization and the client.
20. Multidimensional methods for determining customer value: quantitative and scoring.
21. Portfolio models for customer value research.
22. Organization of client-oriented management of the organization.
23. Customer satisfaction as a factor in maintaining relationships. Basic theories of customer satisfaction.
24. Development (adjustment) of corporate strategy based on analysis of the SBU portfolio.
25. Marketing opportunities to strengthen relationships using elements of the marketing mix.
26. Providing high customer value is the main objective of relationship marketing.
27. Choosing a basic competitive business strategy when using relationship marketing.
28. Multi-level model for developing customer loyalty.
29. Methods for assessing consumer loyalty.
30. Programs to increase customer loyalty.
31. Internet and relationship marketing.
32. Internal marketing.

- 33. Relationship marketing in the digital economy.
- 34. CRM marketing.
- 35. Procedure for assessing the effectiveness of relationship marketing.
- 36. Key metrics used in relationship marketing.

Organization of independent work of master's degree students

To obtain competencies in an academic discipline, an important stage is the independent work of master's degree students.

A full-time master's degree students is given 60 hours for independent work.

The content of master's degree students' independent work includes all topics of the academic discipline from the "Content of educational material" section.

When studying an academic discipline, the following forms of independent work are used:

- independent work in the form of solving individual problems in the classroom during practical classes under the supervision of a teacher in accordance with the training schedule;
- in-depth study of sections, topics, individual issues, concepts;
- performing standard calculations, individual projects;
- preparation for practical classes, including preparation of messages, thematic reports, information and demonstration materials, presentations, etc.;
- work with educational, reference, analytical and other literature and materials;
- compiling a review of scientific (scientific and technical) literature on a given topic;
- performing information searches and compiling a thematic selection of literary sources and Internet sources;
- analytical text processing (annotating, summarizing, reviewing, summarizing);
- preparation for passing the exam in the specialty 7-06-0412-04 "Marketing" (specialization "International Marketing") and a credit in the specialties 7-06-0412-04 "Marketing" (specialization "Event Marketing"), 7-06-0311-01 "Economics".

Quality control of knowledge acquisition

Diagnosis of the quality of knowledge acquisition is carried out within the framework of ongoing monitoring and intermediate certification. Current control activities are carried out throughout the semester and include the following forms of control:

- survey;
- presentations;
- discussions;
- knowledge control;
- solving practical cases.

Current certification in the academic discipline is carried out at least three times a semester. The result of ongoing monitoring for the semester is assessed by a mark on a ten-point scale and is derived based on the marks given during the ongoing monitoring activities during the semester.

Requirements for master's degree students when passing intermediate certification.

Master's degree students are admitted to intermediate certification in an academic discipline, subject to successful completion of the current certification (implementation of ongoing control measures) in the academic discipline provided for in the current semester by this curriculum.

Interim certification is carried out in the form of an exam in the specialty 7-06-0412-04 "Marketing" (specialization "International Marketing") and a credit in the specialties 7-06-0412-04 "Marketing" (specialization "Event Marketing"), 7-06-0311-01 "Economics".

Methodology for forming a grade in an academic discipline

In accordance with the Regulations on the rating system for assessing the knowledge, skills and abilities of BSEU Master's degree students.

**THE PROTOCOL OF COORDINATION OF THE CURRICULUM FOR THE
STUDIED ACADEMIC DISCIPLINE WITH OTHER DISCIPLINES OF THE
MAJOR**

The name of the school disciplines with which approval required	Title of the department	suggestions about changes in curriculum content institutions of higher academic education	The decision taken by the department that developed the curriculum (with the date and protocol number)
Marketing and Society	Department of Marketing	No suggestions	Protocol № ____ from ____, 2024