


Educational Establishment «Belarusian State Economic University»

APPROVED

Rector of the educational establishment "Belarusian State
Economic University"


_____ V. Yu. Shutilin.

“ 26 ” 06 2019

Registration number 3816-19 CA / Account.

Relationship Marketing

The study program of higher education institutions for the academic discipline on
specialties 1-26 80 05 "Marketing"

2019

COMPLITED BY:

Akulich IL, Head of Marketing Department of Education Institution "Belarusian State Economic University", Doctor of Economics, professor.

Kudasova EV, Assistant of the Department of Marketing of the Educational Establishment "Belarusian State Economic University".

REVIEW:

DF Rutko, Associate Professor of the Department of International Relations of the Academy of Management under the President of the Republic of Belarus, Candidate of Economic Sciences, Associate Professor;

TV Bukhovets, Associate Professor of the Department of National Economy and Public Administration of the Educational Institution "Belarusian State Economic University", PhD in Economics, Associate Professor.

RECOMMENDED FOR ADOPTION:

Department of Marketing Education "Belarusian State Economic University"
(Protocol number from " 10 " 14.05.2019);

Scientific and Methodological Council of the educational establishment
"Belarusian State Economic University"

(Protocol number from " 6 " 25.06.2019).

Explanatory note

"Relationship marketing" - one of the fundamental disciplines that form the skills of managers and marketers.

The aim of the course - to reveal the essence of relationship marketing, to show the possibilities of its use in management and allow future professionals the knowledge and instill the skills and abilities in the field of relationship marketing methodologies and the possibility of its use in practical activities of enterprises and organizations.

The main purpose of the discipline - the formation of professional competence in the field of:

- theory and practice of the use of the concept of relationship marketing;
- the use of relationship marketing tools;
- developing and implementing a mechanism relationship marketing strategies.

As a result of studying the discipline the student must

Know:

- essence, core categories and relationships marketing concepts;
- the concept of relationship marketing;
- Marketing tools;
- the scope of the relationship marketing;
- relationship marketing management framework;
- development of marketing trends in the relationship.

To be able to:

- assess customer value and develop recommendations for the fuller use of this value;
- use the relationship marketing tools in the practical activity of the enterprises;
- develop a relationship marketing strategy.

Own:

- assessing the value of the client and developing recommendations for more fully using this value;
- relationship marketing tools in the practice of enterprises;
- developing a relationship marketing strategy.

In accordance with the curriculum for the specialty 1-26 80 05 "Marketing", the academic discipline "Relationship Marketing" is based on knowledge of the basics of philosophy, psychology and sociology of management, consumer behavior, marketing research, customer loyalty, statistics and computer equipment.

For the "Event Marketing" profiling, the total number of hours is 102, of which only classroom hours are 42, including 18 hours - lectures, 24 hours - practical exercises. Forms of the current certification test. As a result of studying the discipline, the student must possess the following competencies: SC-1: be able to analyze the characteristics of the marketing of relationships, to be able to successfully use them in the practice of enterprises and organizations; UK-4: use fundamental economic knowledge in professional activities.

For the profiling of "Marketing in Business", only 102 hours, of which only classroom hours - 42, including 18 hours - lectures, 24 hours - practical exercises. Forms current certification - test. As a result of studying the discipline, the student must possess the following competencies: SC-1: be able to analyze the characteristics of the marketing of relationships, to be able to successfully use them in the practice of enterprises and organizations.

CONTENTS OF EDUCATIONAL MATERIAL

Topic 1. Theoretical basics of relationship marketing

Marketing as a management activity. Classical marketing concept. Marketing in enterprise management. Problems solved by top management. Problems to be Solved marketing management team. Justification of the company's development strategy. The establishment of target segments. Study the behavior of buyers in the market.

Justification of the marketing mix. Coordination among functional units. Contacts with consumer goods. Relationships with suppliers. Relationships with intermediaries. Relations with competitors. The basic premises of the establishment and development of relations marketing. Disadvantages of classical marketing concept. Customer orientation. customer value and enterprise.

The need for relationship marketing development. Increased competition. Changing consumer behavior. Technology development. Changing Marketing Environment. The transformation of the classical marketing concepts in relationship marketing concept. Transactional Marketing. Marketing Evolution. The basic relationship marketing position.

Topic 2. Customer value in relationship marketing concept

The role and importance of customer relationship marketing. The essence of customer value. Classification of customers. The role of the client in relations with enterprises.

The life cycle of a client. The essence of the customer lifecycle. The main stages of the customer lifecycle. Client Attraction. customer retention. Repeat customer conquest.

The factors that determine the intensity of the business relationship with the client enterprise. The adoption of marketing decisions relationships by analyzing customer lifecycle.

Customer Value. The essence of value. the value of Scale. value chain. Specificity of customer value. customer value in marketing relationships. enterprise value to the client's position. Perceived value. the value ladder. Customer Value with the position of the company. Summative assessment of customer value. Study of customer value in marketing relationships.

Topic 3. The main factors that determine the value of a customer

Market and customer resource potential. Market potential client. The potential for cross-selling. The main factors affecting the value of the potential cross-selling. Effect of cross-selling potential client value. Potential costs. The

costs of the establishment and development of mutual relations. Classification of costs in relationship marketing. Potential revenues. The potential for development. Resource potential client. Potential reviews. The role and importance of reviews. Feedback as an instrument of communication policy. Leaders. Motivation reviews.

Information potential. The role and significance of information capacity. Factors determining the value of information capacity. Subjective information customers. Objective information customers. The impact of information on potential customer value. Co-operation potential. The role and importance of cooperative potential. Customer Cooperation in investment activity of the enterprise.

The synergistic potential. The essence of synergy. The possibilities of synergetic potential level evaluation. Psychological determinants of customer value. Confidence. Commitment. Involvement.

Topic 4: Methods for determination of customer value

Classification of methods of research value customers. Univariate methods of research value customers. Multivariate methods of research value customers. ABC method. ABC method essence. ABC method Implementation. Formation of customer data. Calculation of indices used to value the study of customers. Visualization and interpretation of the results. Graphic interpretation of research results. Regional Study on customer value. Research the value of potential customers. Using the ABC method for customer segmentation.

XYZ-method. SUMMARY XYZ-method. Formation of customer data. Formation of ordered list of customers, taking into account the value of the coefficient of variation. Visualization and interpretation of the results.

Scoring methods for determining the value of customers. The main differences of effective methods for determining the value of customers. Determination of the net result of the relationship with customers. Marginal method for determining customer value. Process-oriented study of the value of customers. Process approach in the enterprise. The process of "serving the customer." The main advantages and disadvantages of efficient methods for determining the value of customers.

Lifetime customer value. The formula for calculating customer lifetime value. Determination of the duration of the enterprise and customer relations. The role and importance of the discount interest rate.

Multivariate methods for determining the value of customers. Quantitative methods for determining the value of customers. Scoring methods of determining customer value. PFM-method. GSM-technique. Advantages of quantitative methods for determining the value of customers.

Portfolio model studies values customers. "Boston Consulting Group" model. Portfolio analysis algorithm. Calculation of customer value criteria values. Visualization and analysis of the results. Model McKinsey. Collection of customer data. Calculation of values criteria customer value. Data visualization and interpretation of the results. Possibilities of use of portfolio models.

Subject 5. Management of the enterprise customer relationship

Orientation on a client as a factor in its effective operation. The development of the enterprise customer base. Organization of customer-oriented business management. Control Pyramid. Formation of client-oriented processes in the enterprise. Customer-oriented motivation of the staff.

Customer satisfaction as the preservation of the relationship factor. The essence of customer satisfaction. The basic theory of customer satisfaction. Evaluation of customer satisfaction. The degree of customer satisfaction as a measure of their segmentation. The impact of satisfaction and dissatisfaction with the company's activity. Strengthening ties as a result of focusing on the customer and his satisfaction. The essence of strengthening ties. Factors affecting the strengthening of ties. Legal factors. Technical factors. Situational factors. Economic forces. Integration with the client and the "binding" of the client.

Marketing opportunities to strengthen ties. Trade policy. The essence of commodity policy. Standardization and adaptation of products. Improving the service. After-sales activities. Quality Management. Distribution Policy. Tools distribution policy. Centralization and decentralization of delivery of products. Price policy. Privacy Policy objectives. Tools price policy. Flexible prices. Bonuses and discounts. Discount cards. Legal factors of price policy. Marketing communications. The mechanism of marketing communications. Tools of communication policy. Direct delivery. Center for Customer. Clubs clients. Internet Marketing.

The combination of various tools to strengthen relationships with customers. Influence of strengthening ties to the company activities. Enterprise security.

The growth of production and sales. The increase in profitability. Strengthening communication with clients.

Providing high-value customers in relationship marketing. SWOT-analysis of relations with clients.

**Educational and methodical map of the academic discipline
for the specialty 1-26 80 05 "Marketing"
Profile "Event Marketing"
(full-time higher education)**

Section number, topics, classes	Section title, theme	The number of class hours					Other	Form of control knowledge	
		Lectures	Workshops	Seminar classes	Laboratory classes	Guided independent work of students			
						Lectures			Workshops
1.	Theoretical foundations of relationship marketing	4	4			0	0	Presentation Power Point [1-13]	Interview
2.	Customer relationship marketing	2	2			0	0	Presentation Power Point Market situation [1-13]	Interview, discussion of the market situation
3.	The main factors that determine the value of a customer	0	0			2	2	Presentation Power Point Market situation [1-13]	Interview, discussion of the market situation
4.	Methods for determination of customer value	0	0			4	6	Presentation Power Point Market situation [1-13]	Interview, discussion of the market situation
5.	Management of the enterprise customer relationship	4	6			2	4	Presentation Power Point Market situation [1-13]	Interview, discussion of the market situation
	Total	10	12			8	12		Credit

**Educational and methodical map of the academic discipline
for the specialty 1-26 80 05 "Marketing"
Profile "Event Marketing"
(extramural studies)**

Section number, topics, classes	Section title, theme	The number of class hours					Other	Form of control knowledge
		Lectures	Workshops	Seminar classes	Laboratory classes	Guided independent work of students		
1.	Theoretical foundations of relationship marketing	2	2				Presentation Power Point [1-13]	student survey
2.	Customer relationship marketing	0	0				Presentation Power Point Market situation [1-13]	
3.	The main factors that determine the value of a customer	0	0				Presentation Power Point Market situation [1-13]	
4.	Methods for determination of customer value	0	2				Presentation Power Point Market situation [1-13]	Discussion of market situations, survey, discussion of tasks
5.	Management of the enterprise customer relationship	2	2				Presentation Power Point Market situation [1-13]	student survey
	Total	4	6					Credit

**Educational and methodical map of the academic discipline
for the specialty 1-26 80 05 "Marketing"
Professionals "Marketing in Business"
(full-time higher education)**

Section number, topics, classes	Section title, theme	The number of class hours						Other	Form of control knowledge
		Lectures	Workshops	Seminar classes	Laboratory classes	Guided independent work of students			
						Lectures	Workshops		
1.	Theoretical foundations of relationship marketing	2	2			4	4	Presentation Power Point [1-13]	Interview
2.	Customer relationship marketing	0	2			2	2	Presentation Power Point Market situation [1-13]	Interview, discussion of the market situation
3.	The main factors that determine the value of a customer	0	2			0	0	Presentation Power Point Market situation [1-13]	Interview, discussion of the market situation
4.	Methods for determination of customer value	2	4			0	4	Presentation Power Point Market situation [1-13]	Interview, discussion of the market situation
5.	Management of the enterprise customer relationship	2	2			6	2	Presentation Power Point Market situation [1-13]	Interview, discussion of the market situation
	Total	6	12			12	12		Credit

**Educational and methodical map of the academic discipline
for the specialty 1-26 80 05 "Marketing"
Professionals "Marketing in Business"
(extramural studies)**

Section number, topics, classes	Section title, theme	The number of class hours					Other	Form of control knowledge
		Lectures	Workshops	Seminar classes	Laboratory classes	Guided independent work of students		
1.	Theoretical foundations of relationship marketing	2	2				Presentation Power Point [1-13]	student survey
2.	Customer relationship marketing	0	0				Presentation Power Point Market situation [1-13]	
3.	The main factors that determine the value of a customer	0	0				PresentationPow er Point Market situation [1-13]	
4.	Methods for determination of customer value	0	2				PresentationPow er Point Market situation [1-13]	Discussion of market situations, survey, discussion of tasks
5.	Management of the enterprise customer relationship	2	2				PresentationPow er Point Market situation [1-13]	student survey
	Total	4	6					Credit

GUIDELINES FOR THE STUDY OF DISCIPLINE

The acquisition of knowledge of the discipline is an important stage of independent work of students. Recommended budget time for independent work on average 2-2.5 hours on 2 class hours.

The main areas of students' independent work are:

- initially a detailed introduction to the program of the discipline;
- familiarization with the list of recommended books on the subject as a whole and its divisions, its presence in the library and other available sources, the study of relevant literature on the subject, the selection of secondary literature;
- exploring and expanding teacher lecture material at the expense of special literature, consultations;
- preparation for practical and seminars on specially developed plans with the study of basic and additional literature;
- preparation for the implementation of diagnostic monitoring forms (tests, colloquiums, tests, etc.);
- work on the implementation of the abstracts;
- preparation for tests.

LITERATURE

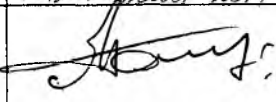
Basic

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.

More

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., Ill.
8. Gebei, J. Marketing: new opportunities. / Jonathan Gebey // FAIR - PRESS, 2002.
9. Doyle, P. Marketing, management and strategy. / P. Doyle, F. Stern // 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.
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Протокол согласования учебной программы по изучаемой учебной дисциплине с другими дисциплинами специальности

Название дисциплины, с которой требуется согласование	Название кафедры	Предложения об изменениях в содержании учебной программы по изучаемой дисциплине	Решение, принятое кафедрой, разработавшей учебную программу (с указанием даты и номера протокола)
Экономическая теория	Кафедра экономической политики	<i>Замечаний нет</i> 	Протокол № <u>10</u> , от <u>14.05.19</u>

**Additions and changes to the study program for the study of educational
discipline**

on _____ academic year

№	Additions and changes	Base
	Additions and changes are not present	

The study program is reviewed and approved at a meeting of the Department of Marketing (Protocol № ____ of _____ 20__)

Head of Department

Dr. Econ. Sciences, Professor _____ IL Akulich

APPROVED

Dean of the Faculty of Marketing and Logistics

C. Econ. Sciences, Associate Professor _____ AA Tsygankov