

Syllabus
educational component
(by the selection of applicants for education)

RELATIONSHIP MARKETING OF MTE WITH PARTNERS

Discipline name:	Relationship marketing of MTE with partners
Level of higher education:	second (master's degree)
Course page in Moodle:	https://dl.khadi.kharkov.ua/course/view.php?id=668
Scope of the educational component:	4 credits (120 hours)
Final control form:	credit
Consultations:	according to the schedule
Department name:	Department of Management
Language of teaching:	English
Head of the course:	Fedotova Iryna Volodymyrivna, doctor of economics, associate professor
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Summary of the educational component:

The goal is the formation of theoretical knowledge and practical skills in the field of relationship marketing, in the formation of the relationship system of MTE with its major partners, taking into account the meeting the needs of partners and ensuring the effective operation of the enterprise.

Subject: the general patterns of relationship (interaction) marketing development, MTE relationship systems with major partners, processes of strategic and operational management of relationship marketing.

The main tasks of studying the academic discipline are:

- generalization of the theoretical and methodological foundations of relationship (interaction) marketing;
- formation of modern system thinking of future specialists in and a complex of special knowledge in the field of management of relationship (interaction) marketing subsystems of the enterprise in relationship with the external environment;
- mastering the basics of methodology, technologies and procedures of relationship (interaction) marketing;
- acquisition of theoretical knowledge and practical skills regarding the development relationship strategies and implementing measures to ensure of the company's major partners loyalty;
- formation of specialist's professional competence regarding the creation of an inter-organizational network of partners.

Prerequisites for studying the educational component: disciplines "Management of organizations and business administration", "Quality management", "Corporate management".

Competences acquired by the student:

General competences:

1. Ability to communicate with different levels representatives of other professional groups (with experts from other fields of knowledge/ types of economic activity).
2. Ability to act on the basis of ethical considerations (motives).
3. Ability to generate new ideas (creativity).

Special (professional) competences:

1. Ability to choose and use management concepts, methods and tools in accordance with international standards.
2. Ability to create and organize effective communications in the management process, communicate with experts from other industries when solving problems of the company's logistics activities, solve specialized tasks related to ensuring the stability of logistics systems.
3. Ability to analyze and structure problems of transport and logistics systems organizations, make effective management decisions and ensure their implementation.

Program Learning Outcomes:

1. Have the skills to make, substantiate and ensure the implementation of management decisions in unpredictable conditions, taking into account the requirements of current legislation, ethical considerations and social responsibility.
2. Organize and carry out effective communications within the team, with representatives of various professional groups and in an international context.

Thematic plan

№ topic	Name of topics (L, LW, PW, IT, IW)	Number of hours
		full-time
1	L. The essence and main models of MTE relationship marketing	2
	PW. The process approach to MTE relationship marketing	2
	IW. The modern concept of relationship marketing, its advantages	11
2	L. Management system of partner relationship marketing of MTE	2
	PW. Determination of key consumers of MTE (task 1)	2
	IW. Composition and structure of relationship marketing processes	11
3	L. Main subjects of relationship of motor transport enterprises	2
	PW. Determination of key consumers of MTE (task 2)	2
	IW. Subjects of the external and internal environment of the enterprise	11
4	L. Evaluation and selection of key partners of the enterprise	2
	PW. Evaluation and selection of suppliers for MTE	2
	IW. Foreign and domestic experience of assessing of a partner value	11
5	L. Types of enterprise partners loyalty	2
	PW. Assessment of the level of MTE consumers loyalty	2
	IW. Modern methods of assessing various types of partner loyalty	11
6	L. Evaluation and development of the MTE major partners loyalty	2
	PW. Design of a program for developing the loyalty of MTE consumers	2
	IW. Concepts and types of enterprise consumer loyalty programs	11

7	L. Determining the level of relationship between MTE and the major partners	2
	PW. Determining the level of relationship between MTE and the major partners	2
	IW. Areas of assessment of the relations level of MTE with partners	11
8	L. Strategies of the enterprise's relationship with the major partners	2
	PW. Development of a relationship strategy of MTE with clients	2
	IW. General strategies of relationship of subjects in conflict situations	11
Total	L	16
	PW (LW, IT)	16
	IW	88

Individual educational and research task: not provided.

Methods of learning:

- 1) verbal:
 - 1.1 traditional: lectures, explanations, stories;
 - 1.2 interactive (non-traditional): problem lectures, discussions, etc.;
- 2) visual: the method of illustrations, the method of demonstrations;
- 3) practical:
 - 3.1 traditional: practical classes, seminars;
 - 3.2 interactive (non-traditional): business games, trainings, seminars-discussions, "round table", analysis of real problems, brainstorming method.

Evaluation system and requirements:

Current academic performance

1 The current success of applicants for the performance of educational types of work in training sessions and for the performance of independent work tasks is evaluated using a four-point rating scale with subsequent transfer to a 100-point scale. During the evaluation of the current academic performance, all types of work stipulated in the training program are taken into account.

1.1 Lecture classes are evaluated by determining the quality of performance of specified tasks.

1.2 Practical classes are evaluated by the quality of performance of a control or individual task, performance and design of practical work.

1.3 Seminar classes are evaluated by the quality of the performance of an individual task/abstract.

2 Evaluation of the current performance of higher education applicants is carried out at each practical session on a four-point scale ("5", "4", "3", "2") and entered in the log of academic performance:

– «excellent»: the applicant flawlessly mastered the theoretical material, demonstrates in-depth knowledge of the relevant topic or academic discipline, the main provisions;

– «good»: the applicant has mastered the theoretical material well, possesses the main aspects from primary sources and recommended literature, presents it in a reasoned manner; has practical skills, expresses his thoughts on certain problems, but

certain inaccuracies and errors are assumed in the logic of the presentation of theoretical content or in the analysis of practical material;

– «satisfactory»: the applicant has mainly acquired theoretical knowledge of the educational topic or discipline, orients himself in primary sources and recommended literature, but answers unconvincingly, confuses concepts, answers additional questions uncertainly, does not have stable knowledge; when answering questions of a practical nature, reveals inaccuracy in knowledge, does not know how to evaluate facts and phenomena, connect them with the future profession;

– «unsatisfactory»: the applicant has not mastered the educational material of the topic (discipline), does not know scientific facts, definitions, hardly orients himself in primary sources and recommended literature, lacks scientific thinking, practical skills are not formed.

3 The final score for the current activity is recognized as the arithmetic mean sum of points for each lesson, for individual work, current control works according to the formula:

$$K^{current} = \frac{K_1 + K_2 + \dots + K_n}{n},$$

where $K^{current}$ – final evaluation of success based on the results of current control;

K_1, K_2, \dots, K_n – evaluation of the success of the current control measure;

n – number of measures of current control.

Grades are converted into points according to the calculation scale (table 1).

Table 1 – Recalculation of the average grade for the current activity into a multipoint scale

4- point scale	100- point scale	4- point scale	100- point scale	4- point scale	100- point scale	4- point scale	100- point scale
5	100	4,45	89	3,90	78	3,35	67
4,95	99	4,4	88	3,85	77	3,3	66
4,9	98	4,35	87	3,80	76	3,25	65
4,85	97	4,3	86	3,75	75	3,2	64
4,8	96	4,25	85	3,7	74	3,15	63
4,75	95	4,20	84	3,65	73	3,1	62
4,7	94	4,15	83	3,60	72	3,05	61
4,65	93	4,10	82	3,55	71	3	60
4,6	92	4,05	81	3,5	70	from 1,78 to 2,99	from 35 to 59
						re-compilation	
4,55	91	4,00	80	3,45	69	from 0 to 1,77	from 0 to 34
4,5	90	3,95	79	3,4	68	repeated study	

Final evaluation

1 An applicant of higher education receives a credit in the last lesson in the discipline based on the results of the current evaluation. The average score for the current activity is converted into points on a 100-point scale, according to the conversion table (table 1).

Applicants of higher education who have an average current score in the discipline lower than "3" (60 points) can increase their current score in the last session by taking

tests in the discipline.

Evaluation of knowledge of applicants by means of testing is carried out according to a scale:

- «Excellent»: not less than 90% of correct answers;
- «Very good»: from 82% to 89% of correct answers;
- «Good»: from 74% to 81% of correct answers;
- «Satisfactory»: from 67% to 73% of correct answers;
- «Satisfactory enough»: from 60% to 66% of correct answers;
- «Unsatisfactory»: less than 60% of correct answers.

2 The conditions for receiving a credit are:

- making up all missed lessons;
- average current grade in the discipline not lower than "3" (60 points).

3 For performing individual independent work and participating in scientific events, applicants are awarded additional points.

3.1 Additional points are added to the sum of points scored by the student of higher education for the current educational activity.

3.2 The number of additional points awarded for different types of individual tasks depends on their volume and importance:

- prize places in the discipline at the international / all-Ukrainian competition of scientific student works – 20 points;
- prize places in the discipline at the all-Ukrainian olympiads – 20 points;
- participation in the international / all-Ukrainian competition of scientific student works – 15 points;
- participation in international / all-Ukrainian scientific conferences of students and young scientists – 12 points;
- participation in all-Ukrainian olympiads in the discipline – 10 points;
- participation in olympiads and scientific conferences of the KhNAHU in the discipline – 5 points;
- participation in non-formal education in the discipline, confirmed by a certificate - 10 points;
- performance of individual scientific and research (educational and research) tasks of increased complexity – 5 points.

3.3 The amount of additional points may not exceed 20 points.

4 The learning result is evaluated:

- on a two-point scale (passed/failed) according to Table 2;
- on a 100-point scale according to Table 3.

Table 2 – The scale for transferring points to the national evaluation system

100-point scale	National scale
from 60 points to 100 points	credited
less than 60 points	not credited

The final score, together with additional points, cannot exceed 100 points.

Table 3– The scale for evaluating the knowledge of students based on the results of the final control of the academic discipline

Score in points	Evaluation on a national scale	Evaluation according to the ECTS scale	
		Evaluation	Criteria
	credit		
90-100	Credited	A	The theoretical content of the course is fully mastered, without gaps, the necessary practical skills for working with the mastered material are formed, all educational tasks stipulated in the training program have been completed, the quality of their performance was evaluated with a number of points close to the maximum
80–89		B	The theoretical content of the course is fully mastered, without gaps, the necessary practical skills for working with the mastered material are mainly formed, all educational tasks stipulated in the training program have been completed, the quality of performance of most of them was evaluated with a number of points close to the maximum
75-79		C	The theoretical content of the course is fully mastered, without gaps, some practical skills of working with the mastered material are insufficiently formed, all educational tasks stipulated in the training program have been completed, the quality of performance of none of them has been evaluated with the minimum number of points, some types of tasks have been completed with errors
67-74		D	The theoretical content of the course is partially mastered, but the gaps are not of a significant nature, the necessary practical skills for working with the mastered material are basically formed, most of the educational tasks stipulated in the training program have been completed, some of the completed tasks may contain errors
60–66		E	The theoretical content of the course is partially mastered, some practical work skills have not been formed, many educational tasks stipulated in the training program have not been completed, or the quality of some of them has been evaluated with a number of points close to the minimum

Score in points	Evaluation on a national scale	Evaluation according to the ECTS scale	
		Evaluation	Criteria
	credit		
35–59	Not credited	FX	The theoretical content of the course is partially mastered, the necessary practical work skills have not been formed, most of the educational tasks stipulated in the training program have not been completed, or the quality of their performance has been evaluated with a number of points close to the minimum; with additional independent work on the course material, it is possible to improve the quality of the performance of educational tasks (with the possibility of re-compilation)
0–34		F	The theoretical content of the course has not been mastered, the necessary practical work skills have not been formed, all completed educational tasks contain gross errors, additional independent work on the course material will not lead to any significant improvement in the quality of the performance of educational tasks (with a mandatory repeat course)

Course policy:

- the course involves working in a team where the environment is friendly, creative, open to constructive criticism;
- mastering the discipline involves mandatory attendance at lectures and practical classes, as well as independent work;
- independent work involves the study of certain topics of the discipline that are made in accordance with the program for independent processing, or were considered briefly, providing answers to theoretical questions and test tasks;
- all the tasks stipulated in the training program must be completed in due time;
- if the student is absent from the classes for good reason, he or she presents the tasks completed during the independent preparation and consultation of the teacher;
- while studying the course, students must adhere to the rules of academic integrity set forth in the following documents: "Rules of academic integrity of participants in the educational process of the KhNAHU" (https://www.khadi.kharkov.ua/fileadmin/P_Standart/pologeniya/stvnz_67_01_dobroch_1.pdf), "Academic integrity. Checking the text of academic, scientific and qualification papers for plagiarism" (https://www.khadi.kharkov.ua/fileadmin/P_Standart/pologeniya/stvnz_85_1_01.pdf), "The moral and ethical code of participants of the educational process of the KhNAHU" (https://www.khadi.kharkov.ua/fileadmin/P_Standart/pologeniya/stvnz_67_01_MEK_1.pdf).
- in the case of detection of plagiarism, the applicant receives 0 points for the task and must re-perform the tasks provided for in the syllabus; – write-offs during control work are prohibited (including using mobile devices). Mobile devices are allowed to be used only during online testing.

Recommended literature:

1. Blokdyk G. Relationship Marketing. A Complete Guide - 2020 Edition. Publisher: 5STARCooks, 2021. 308 p.
2. Brigman M. Partnernomics: The Art, Science, and Processes of Developing Successful Strategic Partnerships. CreateSpace Independent Publishing Platform, 2017. 210 p.
3. Buffett H.W., Eimicke W.B. Social Value Investing. A Management Framework for Effective Partnerships. Columbia University Press, 2018. 448 p.
4. Buttle F., Maklan S. 4th edition. Customer Relationship Management. Routledge, 2019. 444 p.
5. Fatouretchi M. The Art of CRM: Proven strategies for modern customer relationship management. Packt Publishing, 2019. 360 p.
6. Fedotova I., Shynkarenko V., Kryvoruchko O. Development of the Viable System Model of Partner Relationship Management of the Company. *International Journal of Engineering & Technology*. 2018. Vol. 7, № 4.3. P. 445-450.
7. Kaufmann H.R., Panni M.F.A.K. (Ed.) Handbook of Research on Contemporary Consumerism (Advances in Marketing, Customer Relationship Management, and E-services). 1st edition. IGI Global, 2019. 361 p.
8. Malhotra N.K., Agarwal J. Customer Relationship Marketing: Theoretical And Managerial Perspectives. Publisher: WSPC (US), 2020.
9. Roberts-Lombard M., Tait M. (Eds). Relationship marketing and customer relationship management. Juta and Company (Pty) Ltd., Landsdowne, Cape Town, 2018. 271 p.
10. Sheth J.N., Parvatiyar A. Handbook of Relationship Marketing. Sage Publications, Inc, 1999. 680 p.
11. Sochan M. The Art of Strategic Partnering: Dancing with Elephants. NAK Publishing, 2018. 146 p.
12. Thaichon P., Ratten V. Transforming Relationship Marketing. Strategies and Business Models in the Digital Age. Routledge, 2022. 174 p.
13. Walid DJW. Customer Relationship Marketing. Relationship build a business. Independently Published, 2020. 66 p.

Additional sources:

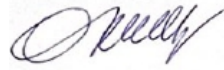
1. Distance course: <https://dl.khadi.kharkov.ua/course/view.php?id=668>
2. National Library of Ukraine named after Vernadskyi. URL: <http://www.nbuv.gov.ua>
3. Osvita.ua. Management. URL: <https://osvita.ua/vnz/reports/management/>
4. Center for financial and economic scientific research. Library. URL: http://www.economics.in.ua/p/blog-page_45.html
5. Educational materials online. URL: <https://pidru4niki.com/menedzhment/>; <https://pidru4niki.com/marketing/>; <https://textbook.com.ua/marketing/>; <http://eclib.net/21/index.html>; <http://www.management.com.ua/marketing/mark165.html>
6. TRADING ECONOMICS. URL: <https://tradingeconomics.com>
7. Official website of the State Statistics Service of Ukraine [Electronic resource]. URL: <http://ukrstat.gov.ua>
8. Official website of the Department of Statistics of the United Nations [Electronic resource]. URL: <http://unstats.un.org/unsd/default.htm>
9. Official website of the Ministry of Economic Development and Trade of Ukraine. URL: <http://me.kmu.gov.ua>
10. Official website of the World Economic Forum. URL: <http://www.weforum.org>

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