



Syllabus Course Program



ST2 Relationship marketing

Specialty

075 - Marketing

Institute

Institute of Economy, Management and International Business

Educational program

Marketing

Department

Marketing (201)

Level of education

Master's level

Course type

professional

Semester

1

Language of instruction

English

Lecturers and course developers



Raiko Diana

Diana.Raiko@khpi.edu.ua

Doctor of Economics, Professor, Head of Marketing

He is the author of more than 170 educational and methodological and scientific works publications, among which 14 publications Web of science, 6 Scopus, 3 p of the textbook with Grif MES, 9 educational manuals and 7 textbooks, 2 individual and 16 collective monographs, more than 100 articles. The main ones disciplines: "Behavior consumers", "Marketing commercial politics", "Relationship marketing"

[More about the lecturer on the department's website](https://web.kpi.kharkov.ua/marketing/diana-rajko/)

<https://web.kpi.kharkov.ua/marketing/diana-rajko/>

General information

Summary

Formation of systemic knowledge regarding the specifics of theoretical provisions, methodological support and practical recommendations regarding the process of forming and managing partnership relations at the system level based on the properties of the "consumer-enterprise-partner" system; the application of three components for the formation of strategies for the development of the marketing activity of the business entity: the competitiveness of the enterprise, the business attractiveness of partners in relation to cooperation with it, the readiness of consumers to consume products of industrial and technical purpose, that is, the essence, meaning, methods of evaluating the enterprise's marketing relations with partners and consumers, that is, the expansion of partnership relations between business entities.

Course objectives and goals

Formation of acquirers second (master's) level higher education of knowledge of effective marketing relations enterprises taking into account features him interaction with partners and consumers and

justification practical recommendations for software economic development in modern conditions management

Format of classes

Lectures, practice classes, calculation assignments , consultations, self-study. Final control in the exam.

Competencies

ZK 2 . Ability generate new ones ideas (creativity).

ZK3. Ability evaluate and provide quality performed do t _

ZK 4 . Ability to adapt and act in new ways situations _

ZK 7 . Ability detect initiative and entrepreneurship . _

SC 1 . Ability logically and consecutively _ reproduce and apply knowledge with the newest theories , methods and practical marketing techniques .

SK8. Ability to form a market marketing system subject and evaluate performance and efficiency her functioning .

Learning outcomes

R 7 . Be able form and to improve the marketing system of the market subject _

R 9 . Understand essence and features application marketing tools in the process adoption marketing decisions _ _

P10. Justify marketing solution on the level market subject from application modern management principles , approaches , methods , techniques .

Student workload

The total volume of the course is 1 5 0 hours (5 ECTS credits): lectures - 32 hours, practical classes - 64 hours, self-study - 8 6 hours.

Course prerequisites

For successful passage disciplines necessary have knowledge and practical skills from marketing.

Features of the course, teaching and learning methods, and technologies

Lectures are held interactively with using multimedia technologies . On practical ones classes are used problem-searching methods training and

is emphasized focus on the solution real problems of the current ones enterprises and solutions _ typical tasks of formation effective marketing relations enterprises with taking into account features him interaction with partners and by consumers and justification practical recommendations for provision economic development in modern conditions management _

Features disciplines , and , in particular , methods teaching and teaching which _ in others they are removed discipline : work in small groups and team work, methods brainstorming , cases , protection individual tasks , independent work

Program of the course

Topics of the lectures

Topic 1. Marketing relations , as philosophy business

Topic 2. Modern marketing paradigm of relationship marketing n enterprises with partners and consumers

Topic 3. Features management of marketing - relations n enterprises with partners and consumers

Topic 4. Formation and management of marketing g- relations enterprises with partners and consumers on the basis properties system " consumer - enterprise - partner"

Topic 5. Constituents relationship marketing between by the enterprise , partner, consumer : competitiveness industrial enterprises



Topic 6. Business woman attractiveness partners in _

Topic 7. Readiness enterprises - consumers for use _ products production and technical appointment _

Topics of the workshops

Topic 1. Marketing relations , as philosophy business

management model in the industrial management system n enterprises

Solving problems, tests, cases

Topic 2. Modern marketing paradigm of relationship marketing n enterprises with partners and consumers

Marketing software consumer attractiveness of the product

Solving problems, tests

Topic 3. Features management of marketing - relations n enterprises with partners and consumers

Development management interaction n enterprises with partners and consumers

Solution tasks , tests

Topic 4. Formation and management of marketing g- relations enterprises with partners and consumers on the basis properties system " consumer - enterprise - partner"

Competitiveness integrated I will wear out the structures

Business woman attractiveness partners in

Readiness enterprises - consumers _

Solving problems, tests, cases

Topic 5. Constituents relationship marketing between by the enterprise , partner, consumer : competitiveness industrial enterprises

Marketing information system as a basis development strategies development enterprises

Solution tasks , tests

Topic 6. Business woman attractiveness partners in _

Management interaction between by the enterprise , partners, consumers

Solution tasks , tests

Topic 7. Readiness enterprises - consumers for use _ products production and technical appointment _

Solution tasks , tests

Topics of the laboratory classes

This field is filled in the same way if the curriculum does not include laboratory classes.

Self-study

Discipline provides writing P (calculated tasks) on topic : " Management marketing informative interaction enterprises with partners and by consumers »

- develop a management model informative interaction n enterprises with partners and consumers as an example enterprises (practice bases)

Course materials and recommended reading

The main one literature

1. Diana Raiko , Irina Fedorenko , Olena Kitchenko , Valerii Kobieliiev , Mariia Litvynenko , Tatiana Romanchik Management of the interaction of the enterprise with partners and consumers: models, methods and information interaction Logistics systems: technological and economic aspects of efficiency: collective monograph. – Kharkiv : PC TECHNOLOGY CENTER, 2022 -135 -165 SCOPUS

DOI: <https://doi.org/10.15587/978-617-7319-66-4>

2. Raiko , DV, Formation of relations between the enterprise and consumers as the basis of the industrial enterprise development (Formation relationship between the company and consumers as basis development industrial enterprises)/ DV Raiko , LM Tseitlin , // Managing economic growth: marketing, management, and innovations: monograph / Illiashenko , SM, Strielkowski , W. (eds.). – Prague : , Prague



Institute for Qualification Enhancement 1st edition, 2016. – 284 - 303 pages.

<http://repository.kpi.kharkov.ua/handle/KhPI-Press/26739>

3. Yastremska O.M., Raiko D.V Complex models formation composition system " consumer - enterprise - partner ", definition effect from her functioning and formation budget informative interactions / O. M. Yastremska , D. V. Raiko // Competitiveness : problems science and practices : monograph / sub ed . M. O. Kyzyma , O. M. Tyschenko . – Kharkiv : FOP Liburkina L. M.; VD "INZHEK", 2013. - pp. 302-342 .

4. Tkacheva N.P. Theoretical and methodological essence of relationship marketing / Tkachova N.P, Kosenko S.A. / Bulletin of the National Technical University "Kharkiv Polytechnic Institute" (Economic Sciences): coll. of science pr. – Kharkiv: NTU "KhPI", 2023

Reshetilova T. B. Affiliate marketing relations industrial enterprises / T. B. Reshetilova , T. V. Kuvaeva // Economic herald National mining university . - 2018. - No. 2. - P. 167-173. - Access mode:

http://nbuv.gov.ua/UJRN/evngu_2018_2_20.

Additional literature

1. Raiko D.V. Development of Strategic Management of Marketing Activity of an industrial enterprises / Development strategic management marketing activity industrial enterprises / D. IN. Raiko // Scientific herald National Lviv University _ Polytechnic » " Logistics " - Lviv : National Lviv University _ Polytechnic » -2014 - No. 811. - with. 287-292.

2. O.V. Bolotna

Relationship marketing as modern marketing concept / O. V. Bolotna // The trajectory of science . - 2015. - Vol. 1, No. 2-3. - P. 2.28-2.33. - Access mode: http://nbuv.gov.ua/UJRN/trna_2015_1_2-3_6

3 N. B. Kolotova New ones relationship marketing tools innovative projects machine-building n enterprises : crowdsourcing and crowdfunding / N. B. Kolotova // Marketing and innovation management . - 2015. - No. 3. - P. 56-65. - Access mode: http://nbuv.gov.ua/UJRN/Mimi_2015_3_7.

Assessment and grading

Criteria for assessment of student performance , and the final score structure

100% of the final evaluations consist of with results assessment in the form of exam (40%) and current assessment (60%).

Exam : written task and oral answer

current assessment : performance calculation

assignment - 40%, control work - two current control 10+10%.

Grading scale

Total points	National	ECTS
90–100	Excellent	A
82–89	Good	B
75–81	Good	C
64–74	Satisfactory	D
60–63	Satisfactory	E
35–59	Unsatisfactory (requires additional learning)	FX
1–34	Unsatisfactory (requires repetition of the course)	F

Norms of academic integrity and course policy

The student must adhere to the Code of Ethics of Academic Relations and Integrity of NTU " KhPI ": to demonstrate discipline, good manners, kindness, honesty, and responsibility. Conflict situations should be openly discussed in academic groups with a lecturer, and if it is impossible to resolve the conflict, they should be brought to the attention of the Institute's management.



Regulatory and legal documents related to the implementation of the principles of academic integrity at NTU " KhPI " are available on the website:

<http://blogs.kpi.kharkov.ua/v2/nv/akademichna-dobrochesnist/>

Approval

Approved by

Date, signature
28.08.2023



Head of the department
Diana RAIKO

Date, signature
28.08.2023



Guarantor of the educational
program
Oleksandra KOSENKO

