

**UNIVERSITY OF ECONOMICS - VARNA**  
**MASTER DEGREE CENTER**  
**DEPARTMENT OF MARKETING**

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Adopted by the FC (record №/ date):

Adopted by the DC (record №/ date):

**ACCEPTED BY:**

**Dean:**

(Prof. Stoyan Marinov, PhD)

**SYLLABUS**

**SUBJECT: INTERCULTURAL RELATIONSHIP MARKETING**

**DEGREE PROGRAMME: INTERCULTURAL BUSINESS; MASTER`S DEGREE**

**YEAR OF STUDY: 6; SEMESTER: 12**

**TOTAL STUDENT WORKLOAD: 60 hours; incl. curricular 15 hours**

**CREDITS: 2**

**DISTRIBUTION OF STUDENT WORKLOAD ACCORDING TO THE CURRICULUM**

<i>TYPE OF STUDY HOURS</i>	<b>WORKLOAD, hours</b>	<b>TEACHING HOURS PER WEEK, hours</b>
<b>CURRICULAR:</b> incl. <ul style="list-style-type: none"><li>• LECTURES</li><li>• SEMINARS / LAB. EXERCISES</li></ul>	15 0	1 0
<b>EXTRACURRICULAR</b>	45	-

Prepared by:

1. ....  
(assoc. prof Vladimir Zhechev, PhD)

Head of department

of Marketing: .....  
(assoc. prof Vladimir Zhechev, PhD)

## **I. ANNOTATION**

### *Aim of the course:*

*The main aim of this course is to help students to understand specific intercultural relationship marketing (especially: internal and external marketing instruments). Students will also clearly understand the influence of different cultures on building long-term and durable relationships with consumers of the company as well as the diversity of consumers from a different culture (typology and segmentation of consumers). They will also learn how to use their knowledge about customers and their market behaviours to create a successful marketing strategy for the company.*

### *Learning outcomes:*

#### *Knowledge*

*Students know and understand, to a greater extent, national and international socio-economic processes, and can independently draw conclusions based on the collected data. Students know and understand the relations between economic entities such as enterprises, social entities, and non-profit organizations, considered in an international and multicultural context. He has in-depth knowledge of the norms and rules (legal, organizational, financial, professional, negotiating, moral and ethical) that determine the structures, management strategies and the way social institutions operate in an international context.*

#### *Skills*

*Students can apply the acquired theoretical knowledge in the field of international management and related academic disciplines to analyze and evaluate the situation of entities operating in domestic and international markets. He can create advanced business strategies, formulate strategic recommendations and management implications, and communicate them to the environment in the form of his own oral and written statements as well as during debates and discussions. Students can communicate with diverse audiences using specialized terminology from the area of international management and related academic disciplines. Students can use the knowledge of cultural diversity and its importance in the context of international social and economic relations, to manage the work of the team.*

#### *Social competences*

*Students are ready to critically assess the level of their knowledge and professional skills in the field of international business. He is ready to develop his knowledge and previously acquired skills. It serves the ability to critically evaluate and can formulate constructive feedback on the knowledge, organization of work or activities of other people with whom it is associated with team relationships or goals pursued together.*

*The main competencies involved in the Design Thinking course are:*

- Personal, social and learning to learn competence (5).*
- Citizenship competence (6).*
- Cultural awareness and expression competence (8).*

## **II. THEMATIC CONTENT**

<b>Nº</b>	<b>TITLE OF UNIT AND SUBTOPICS</b>	<b>NUMBER OF HOURS</b>		
		<b>L</b>	<b>S</b>	<b>L.E.</b>
	<b>Theme 1. INTERCULTURAL MARKETING - CONCEPT AND ORIENTATIONS</b>	<b>3</b>		
	<b>Theme 2. INTERCULTURAL MARKETING ENVIRONMENT</b>	<b>2</b>		
	<b>Theme 3. RELATIONSHIP MARKETING – CONCEPT AND STRATEGIES</b>	<b>2</b>		

<b>Theme 4. INTERCULTURAL DIVERSIFICATION AND RELATIONSHIP MARKETING TOOLS</b>	<b>2</b>		
<b>Theme 5. CONSUMERS AND INTERCULTURAL ENVIRONMENT</b>	<b>2</b>		
<b>Theme 6. CONSUMER LOYALTY – CONCEPT, PROGRAM AND TOOLS</b>	<b>2</b>		
<b>Theme 7. EFFICIENCY CONTROL OF INTERCULTURAL RELATIONSHIP MARKETING</b>	<b>2</b>		
	<b>Total:</b>	<b>15</b>	

### **III. FORMS OF CONTROL:**

<b>№</b>	<b>TYPE AND FORM OF CONTROL</b>	<b>Number</b>	<b>extracurricular, hours</b>
<b>1.</b>	<b>Midterm control</b>		
1.1.	Case study 1	<b>1</b>	<b>10</b>
1.2.	Case study 2	<b>1</b>	<b>10</b>
1.3.	Presentation	<b>1</b>	<b>10</b>
	<b>Total midterm control:</b>	<b>3</b>	<b>30</b>
<b>2.</b>	<b>Final term control</b>		
2.1.	Examination (PBL)	<b>1</b>	<b>15</b>
	<b>Total final term control:</b>	<b>1</b>	<b>15</b>
	<b>Total for all types of control:</b>	<b>4</b>	<b>45</b>

### **IV. LITERATURE**

#### **REQUIRED (BASIC) LITERATURE:**

1. Gummesson, E. (2011). Total relationship marketing. Routledge.
2. Intercultural Relationship Marketing Course Materials available at <https://e-learn.ue-varna.bg>.

#### **RECOMMENDED (ADDITIONAL) LITERATURE:**

1. Cateora Ph., Money R., Gilly M., Graham J. (2019). International Marketing, 18th ed., McGraw-Hill Education.
2. Gillett, A.G. (2016). Multiple relationships with multiple stakeholders: the scope of relationship marketing for public services. Journal of Services Research, 16(2), pp. 1–28.
3. Glowik M., Smyczek S. (2011). International Marketing Management. Strategies, Concepts and Cases in Europe. Oldenburg Verlag.