GDAŃSK UNIVERSITY OF TECHNOLOGY

Subject card

Subject name and code	Relationship Marketing, PG_00049626						
Field of study	Economic Analytics						
Date of commencement of studies	October 2021		Academic year of realisation of subject		2023/2024		
Education level	first-cycle studies		Subject group		Optional subject group Subject group related to scientific research in the field of study		
Mode of study	Full-time studies		Mode of delivery		at the university		
Year of study	3		Language of instruction		Polish		
Semester of study	6		ECTS credits		5.0		
Learning profile	general academic profile		Assessment form		assessment		
Conducting unit	Department of Marketing -> Faculty of Management and Economics						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Edyta Gołąb-Andrzejak				
	Teachers		dr hab. Edyta Gołąb-Andrzejak Joanna Świątek				

Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	15.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
	Address on the e-learning platform: https://enauczanie.pg.edu.pl/moodle/course/view.php?id=6718						

Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan	Participation in consultation hours	Self-study	SUM
	Number of study hours	30	9.0	86.0	125

Subject objectives	The knowledge of the basic concepts and tools of relationship marketing

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[K6_U08] Has the ability to use mathematical and IT tools to analyse economic phenomena and make decisions by economic entities.	The student independently finds areas of relationship marketing in the enterprise; as a result of the analysis, evaluates areas that are well managed and those that need improvement; is able to apply and design relationship marketing activities for a selected enterprise using appropriate tools	[SU4] Assessment of ability to use methods and tools [SU3] Assessment of ability to use knowledge gained from the subject
	[K6_W09] Knows the ways and tools of acquiring and collecting data, including IT data, used in the analysis and explanation of socio-economic phenomena and processes.	The student describes the most important approaches and models of relationship marketing; distinguishes between the entities in the enterprise's environment with which the enterprise should with which the enterprise should build relations; knows the most important tools and methods of analysing, assessing and forming relations with entities in the enterprise environment	[SW1] Assessment of factual knowledge

Subject contents	Marketing as a dynamic field - an introduction to relationship marketing. The origins and essence of relationship marketing. Relationships in place of transactions - concepts and differences. Relationships in the digital world. Analysis of selected relationship marketing models and research centres. The concept of relationships and interaction. The concept, types and determinants of loyalty. Customer satisfaction and customer value the basis of relationships. Key determinants of relationship building. CRM and relationship marketing. CEM and relationship marketing. Relationship marketing metrics - measuring satisfaction, loyalty and customer value. Relationship building methods.		
Prerequisites and co-requisites	Completing the course of Essentials of Marketing		

Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Final test	60.0%	51.0%
	Case study	60.0%	49.0%

Recommended reading	Basic literature	A. Drapińska (2020), Marketing relacji we współczesnym świecie, PG Gdańsk J. Otto (2004), Marketing relacji. Koncepcja i stosowanie, C.H. Beck, Warszawa P. Kotler, H. Kartajaya, I. Setiawan (2017), Marketing 4.0, mtBiznes, Warszawa
	Supplementary literature	Kotler Ph., Setiaw I., Hermawan K.(2021), Marketing 5.0 Era cyfrowa, MT Biznes, Warszawa K. Dziewanowska, A. Kacprzak (2013), Marketing doświadczeń, PWN Warszawa D. Hill, Emocjonomika (2010) Wykorzystanie emocji w biznesie, Rebis Poznań W. Urban, D.Siemieniako (2008), Lojalność klientów,. Modele, motywacja, pomiar, PWN Warszawa A. Dejnaka (2007), Budowanie lojalności klientów, One Press Helion A. Tiuryn (2007), Sztuka kochania klienta, CeDeWu Warszawa E. Rudawska (2005), Lojalność klientów, PWE, Warszawa I. Dembińska Cyran, J. Hołub-Iwan, J. Perenc (2004), Zarządzanie relacjami z klientem, Difin, Warszawa N. Hill, J. Alexander (2003), Pomiar satysfakcji i lojalności klientów, OE, Dom Wydawniczy ABC, Kraków R. Furtak (2003), Marketing partnerski na rynku usług, PWE Warszawa J. Dyche (2002), CRM. Relacje z klientami, Helion, Gliwice 2002, 6.K. Burnett, Relacje z kluczowymi klientami, OE, Dom Wydawniczy ABC, Kraków K. Storbacka, J. R. Lethinen (2001), Sztuka budowania trwałych związków z klientami, OE, Dom Wydawniczy ABC, Kraków P. Cheverton (2001), Zarządzanie kluczowymi klientami, OE, Dom Wydawniczy ABC, Kraków J. Barlow, C. Moller (2001), Reklamacja czyli prezent, PWN Warszawa Ian H.Gordon (2001), Relacje z klientem. Marketing partnerski, PWE Warszawa
	eResources addresses	Adresy na platformie eNauczanie: MARKETING RELACJI_ AG I - lato 2024 - Moodle ID: 36830 https://enauczanie.pg.edu.pl/moodle/course/view.php?id=36830

Example issues/ example questions/ tasks being completed	RM models Relationships and loyalty concepts Customer satisfaction CRM and CEM
Work placement	Not applicable