



Subject card

Subject name and code	RELATIONSHIP MARKETING, PG_00058533						
Field of study	Economic Analytics						
Date of commencement of studies	October 2022	Academic year of realisation of subject			2024/2025		
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	5	ECTS credits			4.0		
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. Anna Drapińska				
	Teachers		dr hab. Anna Drapińska				
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						
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		5.0		65.0	100
Subject objectives	Describes the concept of relationship marketing in the context of improving business performance						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K6_U06] acquires new knowledge by planning lifelong learning strategies		acquires new knowledge necessary to form relationships with entities in the company's environment		[SU3] Assessment of ability to use knowledge gained from the subject [SU4] Assessment of ability to use methods and tools		
	[K6_W03] identifies reliable sources of information relevant to the analyzed issues		identifies reliable sources for obtaining information to design relationship marketing activities		[SW1] Assessment of factual knowledge		
Subject contents	Marketing as a dynamic field - an introduction to relationship marketing. The model of contemporary relationship marketing. Evolution and concept of relationship marketing. Analysis of selected models and concepts. The concept of relationship and interaction. The concept, types and determinants of loyalty. Customer satisfaction and customer value the basis of relationships. Methods of building relationships Relationship marketing and CRM. Relationship marketing and CEM. Measuring satisfaction, loyalty and customer value. Relationship marketing - concept evaluation						
Prerequisites and co-requisites	Course of essentials of marketing						
Assessment methods and criteria	Subject passing criteria		Passing threshold		Percentage of the final grade		
	case study		60.0%		49.0%		
	test		60.0%		51.0%		
Recommended reading	Basic literature		Drapińska, A. (2020). Marketing relacji we współczesnym świecie. Gdańsk: Wydawnictwo PG Otto, J. (2004). Marketing relacji. Koncepcja i stosowanie. Warszawa: C.H. Beck Kotler, P., Kartajaya, H., Setiawan, .I. (2017), Marketing 4.0. Warszawa: mtBiznes				

	Supplementary literature	Kotler Ph., Setiaw I., Hermawan K.(2021). Marketing 5.0 Era cyfrowa. Warszawa: MT Biznes Dziewanowska K., Kacprzak, A. (2013). Marketing doświadczeń. Warszawa: PWN Urban W., Siemieniako, D. (2008). Lojalność klientów. Modele, motywacja, pomiar. Warszawa: PWN
	eResources addresses	Adresy na platformie eNauczanie:
Example issues/ example questions/ tasks being completed	Relationship marketing models Relationship and loyalty concepts customer satisfaction CRM and CEM	
Work placement	Not applicable	