



Subject card

Subject name and code	Relationship Marketing, PG_00037936						
Field of study	Management, Management						
Date of commencement of studies	February 2023		Academic year of realisation of subject		2023/2024		
Education level	second-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	1		Language of instruction		Polish		
Semester of study	2		ECTS credits		2.0		
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				
			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		4.0		16.0	50
Subject objectives	The knowledge of the basic concepts and tools of relationship marketing						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K7_U02] analyses complex economic processes and phenomena using selected methods and techniques for analysing socio-economic data, and formulates their own opinions and conclusions concerning these processes and phenomena		Student can find areas of marketing relationships; distinguish between areas of well-managed and in need of improvement, and can design tools to be used in the field of relationship marketing for the company		[SU4] Assessment of ability to use methods and tools		
	[K7_W05] has a broadened knowledge of the creation and functioning of relations between organisations and their environment, including the principles, forms of competition and cooperation, taking into account local, regional, international and global aspects		Student describes the main approaches and models of relationship marketing; distinguished actors in the business environment, with which the company must build relationships and know the most important tools for building relationships		[SW1] Assessment of factual knowledge		
	[K7_W02] has an in-depth knowledge of classical and modern management concepts and their application in the management of modern organizations of various types		Student uses the basic tools and methods of forming relationships between company and its environment		[SW1] Assessment of factual knowledge		

Subject contents	Marketing as a dynamic field - introduction to relationship marketing. The origins and essence of relationship marketing. Relationships instead of transactions - concepts and differences. Relationships in the digital world. Analysis of selected relationship marketing models and research centers. The concept of relationships and interactions. The concept, types and determinants of loyalty. Customer satisfaction and customer value are the basis of the relationship. The most important determinants of building relationships. CRM and relationship marketing. CEM and relationship marketing. Relationship marketing metrics - measurement of customer satisfaction, loyalty and value. Methods of building relationships.		
Prerequisites and co-requisites	Completing the course of Fundamentals of Marketing		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Case study	60.0%	49.0%
	Final test	60.0%	51.0%
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	Votler 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, Emocjonika (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. Tiurnyn (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 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 ZII MSU - zima 2023/24 - Moodle ID: 31455 https://enauczanie.pg.edu.pl/moodle/course/view.php?id=31455	
	Example issues/ example questions/ tasks being completed	Relationship marketing models The concept of relationship and loyalty Customer satisfaction CRM and CEM concept	
Work placement	Not applicable		