



Subject card

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|---|---|--|--|-------------------------------------|--|------------|-----|
| Subject name and code | RELATIONSHIP MARKETING, PG_00058533 | | | | | | |
| Field of study | Economic Analytics | | | | | | |
| Date of commencement of studies | October 2023 | Academic year of realisation of subject | | | 2025/2026 | | |
| 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 | | | | | | |
| 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_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 | | |
| | [K6_U06] acquires new knowledge by planning lifelong learning strategies | | acquires new knowledge necessary to form relationships with entities in the company's environment | | [SU4] Assessment of ability to use methods and tools [SU3] Assessment of ability to use knowledge gained from the subject | | |
| 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 | | |
| | test | | 60.0% | | 51.0% | | |
| | case study | | 60.0% | | 49.0% | | |
| 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 | | | | |

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| | 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 | |