



Subject card

Subject name and code	Relationship Marketing in E-Business, PG_00067682						
Field of study	Management, Management						
Date of commencement of studies	February 2026		Academic year of realisation of subject		2026/2027		
Education level	second-cycle studies		Subject group		Optional subject group Specialty 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		3.0		
Learning profile	general academic profile		Assessment form		exam		
Conducting unit	Department Of Marketing -> Faculty Of Management And Economics -> Wydziały Politechniki Gdańskiej						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Edyta Gołąb-Andrzejak				
	Teachers						
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	15.0	15.0	0.0	0.0	45
	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	45		5.0		25.0	75
Subject objectives	Shapes relations with clients in accordance with generally applicable rules, taking into account the development of the Internet market						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K7_W06] knows and understands the principles of evaluating the reliability of utilized data, applying in-depth specialized knowledge in the field of economic analysis.		knows reliable data sources related to relationship marketing in the context of developing e-business		[SW1] Assessment of factual knowledge		
	[K7_U03] formulates research hypotheses and select appropriate methods for their verification using advanced it tools.		can formulate research hypotheses related to customer relationships in e-business, select appropriate methods for their verification, and use advanced IT tools to analyze marketing data.		[SU4] Assessment of ability to use methods and tools [SU1] Assessment of task fulfilment		

Subject contents	Lectures and Exercises: • Marketing as a dynamic field • The genesis of relationship marketing • Relationship instead of transaction • Analysis of selected models and positions on relationship marketing • Customer satisfaction and value for the customer are the basis of the relationship • Customer Satisfaction and Value Measurements • The most important elements of relationship marketing • Relationship profitability • Employees as the most valuable capital of the organization • Application of relationship marketing Laboratories: • Determining the type of website and its offer • Conducting marketing research evaluating the new website and application • Determining the mission, vision, values and goals of the website • Determining the groups of recipients and the actions they will take on and off the website pages • Competition analysis • TOWS/SWOT analysis • Development of the website and application operation scheme • Developing a sitemap • Summary of the marketing strategy concept SOSTAC • Canvas business model		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Exam	60.0%	50.0%
	Project	60.0%	50.0%
Recommended reading	Basic literature	• Otto J., Marketing relacji. Koncepcja i stosowanie, C.H. Beck, wyd. II rozszerzone, Warszawa 2004 • Dembińska Cyran I., Hołub-Iwan J., Perenc J., Zarządzanie relacjami z klientem, Difin, Warszawa 2004 • Brzozowska-Woś M., Wpływ cyfrowej komunikacji marketingowej na angażowanie się w markę i współtworzenie jej wartości przez młodych konsumentów. Wyd. Politechniki Gdańskiej, Gdańsk 2020 • Cohen J., Serwisy WWW. Projektowanie, tworzenie i zarządzanie. Wyd. Helion, Gliwice 2004 • Price Jonathan, Price Lisa: Profesjonalny serwis WWW. Wyd. Helion. Gliwice 2002 • Melissa S. Barker, Donald I. Barker, Nicholas F. Bormann, Debra Zahay, Mary Lou Roberts (2017) Social Media Marketing. A Strategic Approach. 2nd Edition • Pearrow M., Funkcjonalność stron internetowych. Wyd. Helion. Gliwice 2002	
	Supplementary literature	• Godin S., Plemiona 2.0, ONE Press, Gliwice 2010 (ang. tyt. Tribes: We Need You to Lead Us, 2008) • Burnett K., Relacje z kluczowymi klientami, OE, Dom Wydawniczy ABC, Kraków 2002 • Storbacka K., Lethinen J. R., Sztuka budowania trwałych związków z klientami, OE, Dom Wydawniczy ABC, Kraków 2001 • Cheverton P., Zarządzanie kluczowymi klientami, OE, Dom Wydawniczy ABC, Kraków 2001 • Blythe J., Komunikacja marketingowa. PWE, Warszawa 2002 • Maciejowski T., Narzędzia skutecznej promocji w internecie. Oficyna Ekonomiczna. Kraków 2003	
	eResources addresses	Adresy na platformie eNauczanie:	

Example issues/ example questions/ tasks being completed	• Relationship instead of transaction • Loyalty of business partners • Customer service proces • Customer satisfaction • Relationship profitability model • Defining the mission, vision, values and goals of the website • Competition analysis • Developing a customer profile (buyer personas) • Canvas business model • SOSTAC Strategy
Work placement	Not applicable

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