



## Subject card

|                                             |                                                                                                                                                                          |                                                          |                                                                                                                                                                                            |                                     |                                                                                                                         |            |     |
|---------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------------------------------------------------------------------------------------------------------------------|------------|-----|
| Subject name and code                       | Relationship Marketing in E-Business, PG_00067755                                                                                                                        |                                                          |                                                                                                                                                                                            |                                     |                                                                                                                         |            |     |
| Field of study                              | Management, Management                                                                                                                                                   |                                                          |                                                                                                                                                                                            |                                     |                                                                                                                         |            |     |
| Date of commencement of studies             | October 2026                                                                                                                                                             |                                                          | Academic year of realisation of subject                                                                                                                                                    |                                     | 2026/2027                                                                                                               |            |     |
| Education level                             | second-cycle studies                                                                                                                                                     |                                                          | Subject group                                                                                                                                                                              |                                     | Optional subject group<br>Specialty subject group<br>Subject group related to scientific research in the field of study |            |     |
| Mode of study                               | Part-time studies (on-line)                                                                                                                                              |                                                          | 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                                                                                                                                                    | 8.0                                                      | 8.0                                                                                                                                                                                        | 8.0                                 | 0.0                                                                                                                     | 0.0        | 24  |
|                                             | 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                                                                                                                                                    | 24                                                       |                                                                                                                                                                                            | 3.0                                 |                                                                                                                         | 48.0       | 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<br>[SU1] Assessment of task fulfilment                             |            |     |

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

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| Example issues/<br>example questions/<br>tasks being completed | <ul style="list-style-type: none"> <li>• Relationship instead of transaction</li> <li>• Loyalty of business partners</li> <li>• Customer service proces</li> <li>• Customer satisfaction</li> <li>• Relationship profitability model</li> <li>• Defining the mission, vision, values and goals of the website</li> <li>• Competition analysis</li> <li>• Developing a customer profile (buyer personas)</li> <li>• Canvas business model</li> <li>• SOSTAC Strategy</li> </ul> |
| Work placement                                                 | Not applicable                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |

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