GDAŃSK UNIVERSITY OF TECHNOLOGY

Subject card

Subject name and code	Relationship Marketing, PG_00068574		
Field of study	Economic Analytics		
Date of commencement of studies	October 2025	Academic year of realisation of subject	2027/2028
Education level	first-cycle studies	Subject group	Optional subject group Subject group related to scientific research in the field of study
Mode of study	Part-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 -> Wydziały Politechniki Gdańskiej		
Name and surname of lecturer (lecturers)	Subject supervisor		
	Teachers		

Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	8.0	16.0	0.0	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	5.0	71.0	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 specialized knowledge in the field of economic analytics, demonstrating the ability to effectively plan individual work and pursue lifelong learning.	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
	[K6_W03] is familiar with reliable sources of information and employs advanced knowledge to explain the fundamental dilemmas of the contemporary economy	know 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
	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

	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	

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