



Subject card

|   |  |   |          |                                     |  |  |     |
|---|--|---|----------|-------------------------------------|--|--|-----|
| Subject name and code                       | RELATIONSHIP MARKETING, PG_00071123  |   |          |                                     |  |  |     |
| Field of study                              | Economic Analytics   |   |          |                                     |  |  |     |
| Date of commencement of studies             | October 2026   | Academic year of realisation of subject   |          |                                     |  | 2028/2029  |     |
| Education level                             | first-cycle studies  | Subject group   |          |                                     |  | Optional subject group<br>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 -> Faculties of Gdańsk University of Technology   |   |          |                                     |  |  |     |
| Name and surname of lecturer (lecturers)    | Subject supervisor   | dr hab. Edyta Gołąb-Andrzejak   |          |                                     |  |  |     |
|   | Teachers   |   |          |                                     |  |  |     |
| Lesson types                                | Lesson type  | Lecture   | Tutorial | Laboratory                          | Project  | Seminar  | SUM |
|   | Number of study hours  | 15.0  | 30.0     | 0.0                                 | 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  |          | 3.0                                 |  | 52.0   | 100 |
| Subject objectives                          | preparation of students to design and implement relationship marketing activities based on knowledge of relationship marketing models, customer loyalty, methods of assessing satisfaction and customer value, as well as the development of attitudes related to continuous learning, a critical approach to information sources, and responsibility in shaping business relationships in the context of the operation of modern enterprises in the market environment. |   |          |                                     |  |  |     |
| Learning outcomes                           | Course outcome   | Subject outcome   |          |                                     | Method of verification   |  |     |
|   | [K6_K01] is ready to fulfill professional roles responsibly, taking legal, ethical, and cultural aspects into account in decision-making processes.  | is ready to consciously and responsibly shape customer relationships, taking into account legal, ethical, and cultural conditions in marketing activities.                                  |          |                                     | [SK2] Assessment of progress of work<br>[SK5] Assessment of ability to solve problems that arise in practice                 |  |     |
|   | [K6_W04] possesses advanced knowledge of the principles of creative and entrepreneurial activity, enabling the identification and implementation of innovative ideas while ensuring compliance with copyright protection requirements.   | has knowledge and understanding of the principles of relationship marketing, including innovative ways of creating customer value and developing long-term relationships with stakeholders. |          |                                     | [SW1] Assessment of factual knowledge  |  |     |
|   | [K6_U03] collaborates with others in solving interdisciplinary problems.   | is able to collaborate in a team while designing and implementing relationship marketing activities, jointly solving interdisciplinary problems.  |          |                                     | [SU3] Assessment of ability to use knowledge gained from the subject<br>[SU4] Assessment of ability to use methods and tools |  |     |

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| Subject contents   | Course content – lecture<br>1. Marketing as a dynamic field - an introduction to relationship marketing.<br>2. The model of contemporary relationship marketing.<br>3. Evolution and concept of relationship marketing.<br>4. Analysis of selected models and concepts.<br>5. The concept of relationship and interaction.<br>6. The concept, types and determinants of loyalty.<br>7. Customer satisfaction and customer value the basis of relationships.<br>8. Methods of building relationships<br>9. Relationship marketing and CRM.<br>10. Relationship marketing and CEM.<br>11. Measuring satisfaction, loyalty and customer value.<br>12. Relationship marketing - concept evaluation  |   |                               |
|  | Course content – exercises<br>1. Introduction<br>2. Relationship instead of transaction building customer loyalty<br>3. Business partner loyalty Six markets model connections and cooperation between market entities<br>4. Customer service process and its impact on relationships<br>5. Customer satisfaction and value methods of building, components, role in customer decision-making<br>6. Complaint process<br>7. Product quality and its impact on relationships<br>8. Factors influencing customer loyalty (e.g. trust, commitment, habit, communication)<br>9. Creating value for the customer<br>10. Building relationships using modern technologies<br>11. Loyalty programme<br>12. Building commitment<br>13. Building trust<br>14. Relationship marketing in a selected entity<br>15. Building relationships using modern technologies - testing GenAI-assisted tools |   |                               |
| Prerequisites and co-requisites                          | Essentials of marketing   |   |                               |
| Assessment methods and criteria                          | Subject passing criteria  | Passing threshold   | Percentage of the final grade |
|  | Case study analysis with discussion and presentation of alternative solutions   | 60.0%   | 49.0%                         |
|  | test with open-ended questions  | 60.0%   | 51.0%                         |
| Recommended reading                                      | Basic literature  | 1. Drapińska, A. (2020). Marketing relacji we współczesnym świecie. Gdańsk: Wydawnictwo PG<br>2. Kartajaya, H., Setiawan, .I., Kotler, P., (2024), Marketing 6.0.: The FUture is Immersive. Warszawa: MT Biznes<br>3. Otto, J. (2004). Marketing relacji. Koncepcja i stosowanie. Warszawa: C.H. Beck |                               |
|  | Supplementary literature  | 1. Kotler Ph., Setiaw I., Hermawan K.(2021). Marketing 5.0 Era cyfrowa. Warszawa: MT Biznes<br>2. Dziewanowska K., Kacprzak, A. (2013). Marketing doświadczeń. Warszawa: PWN<br>3. Urban W., Siemieniako, D. (2008). Lojalność klientów. Modele, motywacja, pomiar. Warszawa: PWN                     |                               |
|  | eResources addresses  |   |                               |
| Example issues/ example questions/ tasks being completed | <ul style="list-style-type: none"> <li>Relationship marketing models</li> <li>Relationship and loyalty concepts</li> <li>customer satisfaction</li> <li>CRM and CEM</li> </ul>  |   |                               |
| Practical activities within the subject                  | Not applicable  |   |                               |

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