



Subject card

Subject name and code	TAX ACCOUNTING, PG_00071140						
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 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 -> 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	9.0	18.0	0.0	0.0	0.0	27
	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	27		3.0		70.0	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_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 [SU4] Assessment of ability to use methods and tools		
	[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 [SK5] Assessment of ability to solve problems that arise in practice		

Subject contents	Course content – lecture		
	<ol style="list-style-type: none"> 1. Marketing as a dynamic field - an introduction to relationship marketing. 2. The model of contemporary relationship marketing. 3. Evolution and concept of relationship marketing. 4. Analysis of selected models and concepts. 5. The concept of relationship and interaction. 6. The concept, types and determinants of loyalty. 7. Customer satisfaction and customer value the basis of relationships. 8. Methods of building relationships 9. Relationship marketing and CRM. 10. Relationship marketing and CEM. 11. Measuring satisfaction, loyalty and customer value. 12. Relationship marketing - concept evaluation 		
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	<ol style="list-style-type: none"> 1. Drapińska, A. (2020). Marketing relacji we współczesnym świecie. Gdańsk: Wydawnictwo PG 2. Kartajaya, H., Setiawan, .I., Kotler, P., (2024), Marketing 6.0.: The FUture is Immersive. Warszawa: MT Biznes 3. Otto, J. (2004). Marketing relacji. Koncepcja i stosowanie. Warszawa: C.H. Beck 	
	Supplementary literature	<ol style="list-style-type: none"> 1. Kotler Ph., Setiaw I., Hermawan K.(2021). Marketing 5.0 Era cyfrowa. Warszawa: MT Biznes 2. Dżiewanowska K., Kacprzak, A. (2013). Marketing doświadczeń. Warszawa: PWN 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"> • Relationship marketing models • Relationship and loyalty concepts • customer satisfaction • CRM and CEM 		
Practical activities within the subject	Not applicable		

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