



Subject card

|   |  |  |          |                                     |   |   |     |
|---|--|--|----------|-------------------------------------|---|---|-----|
| Subject name and code                       | Relationship Marketing in E-Business, PG_00067717  |  |          |                                     |   |   |     |
| Field of study                              | Management   |  |          |                                     |   |   |     |
| Date of commencement of studies             | October 2026   | Academic year of realisation of subject  |          |                                     |   | 2027/2028   |     |
| 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  | Mode of delivery   |          |                                     |   | at the university   |     |
| Year of study                               | 2  | Language of instruction  |          |                                     |   | Polish  |     |
| Semester of study                           | 3  | ECTS credits   |          |                                     |   | 3.0   |     |
| Learning profile                            | general academic profile   | Assessment form  |          |                                     |   | exam  |     |
| 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  | 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. |          |                                     | [SU1] Assessment of task fulfilment<br>[SU4] Assessment of ability to use methods and tools |   |     |

| Subject contents                | <p>Course content – lecture</p> <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 | <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 33%;">Subject passing criteria</th> <th style="width: 33%;">Passing threshold</th> <th style="width: 33%;">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td>Exam</td> <td>60.0%</td> <td>50.0%</td> </tr> <tr> <td>Project</td> <td>60.0%</td> <td>50.0%</td> </tr> </tbody> </table>   |   |  | Subject passing criteria | Passing threshold | Percentage of the final grade | Exam | 60.0% | 50.0% | Project | 60.0% | 50.0% |
| Subject passing criteria        | Passing threshold   | Percentage of the final grade   |  |                          |                   |                               |      |       |       |         |       |       |
| Exam                            | 60.0%   | 50.0%   |  |                          |                   |                               |      |       |       |         |       |       |
| Project                         | 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  |   |  |                          |                   |                               |      |       |       |         |       |       |

|   |  |
|---|--|
| <p>Example issues/<br/>example questions/<br/>tasks being completed</p> | <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> |
| <p>Practical activites within<br/>the subject</p>                       | <p>Not applicable</p>  |

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