

**Subject card**

Subject name and code	Relational Marketing, PG_00102591						
Field of study	International Economic Relations						
Date of commencement of studies	October 2024	Academic year of realisation of subject			2024/2025		
Education level	postgraduate studies	Subject group			Obligatory subject group in the field of study		
Mode of study	full-time studies	Mode of delivery			at the university		
Year of study	1	Language of instruction			Polish		
Semester of study	2	ECTS credits			1.0		
Learning profile	academic	Assessment form					
Conducting unit	Katedra Makroekonomii -> Faculty of Economics						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Marek Szczepaniec				
	Teachers		dr hab. Marek Szczepaniec				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	0.0	0.0	0.0	15
	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	15	0.0		0.0	15	
Subject objectives	The aim of the course is to equip the student with knowledge, skills and competences in the field of relationship marketing.						
Learning outcomes	Course outcome	Subject outcome			Method of verification		
	[MSGMU2_W01] has an in-depth and structured knowledge of economic sciences, in particular economics, its place in the system of sciences, its relations with other sciences and fields of knowledge	Distinguishes between relationship and transaction marketing activities.			[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report		
	[MSGMU2_K03] is ready to actively participate in groups, organisations and institutions conducting professional projects concerning the functioning of economic entities in the conditions of globalisation and the development of integration processes	Is able to prepare an enterprise development project based on the concept of relationship marketing.			[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report		
	[MSGMU2_W02] knows an advanced terminology in the field of international economics, international economic relations and complementary disciplines	Knows the terminology of relationship and transaction marketing.			[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report		

Subject contents	1. Transactional marketing and relationship marketing  2. Product policy in relationship marketing  3. Pricing policy in relationship marketing  4. Distribution system in relationship marketing  5. Communication system in relationship marketing  6. Models of individual customer service  7. Business customer service models		
Prerequisites and co-requisites	No entry requirements		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Test	51.0%	70.0%
	Project	51.0%	30.0%
Recommended reading	Basic literature	Otto J.: Relationship Marketing. Concept and Application. C.H. Beck Publishing, Warsaw 2001.  Szczepaniec M.: Relationship Marketing as a Component of Commercial Banks' Strategies. UG, Gdańsk 2004.	
	Supplementary literature	Start and Development of Enterprises. How to Start Your Own Business and Achieve Success? Edited by M. Szczepaniec, P. Kulawczuk, M. Sierpińska, University of Gdańsk Press, Gdańsk 2024.	
	eResources addresses	Adresy na platformie eNauczanie:	
Example issues/ example questions/ tasks being completed	Relational product  Relational price  Omnichannel  Relational communication  NetPromoter Score		
Work placement	Not applicable		

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