

**Subject card**

<b>Subject name and code</b>	Consumer Behaviours and Relational Marketing, PG_00119357						
<b>Field of study</b>	International Economic Relations						
<b>Date of commencement of studies</b>	October 2024	<b>Academic year of realisation of subject</b>			2026/2027		
<b>Education level</b>	undergraduate studies	<b>Subject group</b>			Obligatory subject group in the field of study		
<b>Mode of study</b>	full-time studies	<b>Mode of delivery</b>			at the university		
<b>Year of study</b>	3	<b>Language of instruction</b>			Polish		
<b>Semester of study</b>	5	<b>ECTS credits</b>			2.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>					
<b>Conducting unit</b>	Katedra Makroekonomii -> Faculty of Economics						
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr hab. Marek Szczepaniec				
	<b>Teachers</b>						
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	15.0	0.0	0.0	0.0	0.0	15
	E-learning hours included: 0.0						
<b>Learning activity and number of study hours</b>	<b>Learning activity</b>	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	<b>Number of study hours</b>	15		0.0		0.0	15
<b>Subject objectives</b>	The aim of the course is to equip the student with knowledge, skills and competences in the field of consumer behavior and relationship marketing.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSG3_U12] can prepare written assignments concerning detailed problems of international economic relations (in connection with the chosen speciality within International Economic Relations), using specialist terminology, theoretical and methodological approaches, principles of collecting data from various sources, their description and interpretation, principles of formulating research theses, drawing conclusions on the basis of scientific literature and factual data, and making international comparisons	Is able to prepare design work on relationship and transactional marketing.	[SU2] presentation/project/paper/report
	[MSG3_U01] can correctly interpret and explain economic and social phenomena, analyse their causes, course and connections between these phenomena using the acquired knowledge of economics, finance and international economic relations	Distinguishes between relationship and transactional marketing activities.	[SU2] presentation/project/paper/report [SU4] test/exam - oral or written
	[MSG3_K01] is ready to recognise the importance of knowledge in the field of economics in the process of identifying and solving economic problems and to consult experts in case of difficulties in solving them independently	Appreciates the role of expert knowledge in solving economic problems.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[MSG3_W07] knows and understands types of economic ties and regularities governing them, including the principles of functioning of the market and the market mechanism, both in the national and international aspect	Understands the relationships between the company and its customers.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[MSG3_W01] has an advanced knowledge of economic sciences, in particular of economics and its place in the system of sciences, including within related disciplines	Has in-depth knowledge of relationship marketing.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[MSG3_U03] can identify and analyse relations between economic entities and public institutions in the national and international environment; using the acquired theoretical knowledge can critically evaluate these relations and indicate directions for their further development or changes	Knows the relations between business entities.	[SU1] oral statement/conversation/discussion [SU4] test/exam - oral or written
	[MSG3_K02] critically assesses the level of his/her knowledge in the field of economics; is willing to deepen and update this knowledge throughout his/her life	Knows how to update marketing knowledge.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report
	[MSG3_W05] knows and understands the basic principles of establishing and developing various forms of entrepreneurship	He knows how start-ups are created.	[SW4] test/exam - oral or written
	[MSG3_W09] has knowledge about a human being as an individual making economic decisions, acting within social structures and organisational units (in particular enterprises) or conducting individual economic activity	Has knowledge about consumer behavior.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report

Subject contents	1.Transaction Marketing vs. Relational Marketing  2.Product Policy for Establishing and Strengthening Relationships  3.Pricing Policy as a Key Element of Relational Marketing  4.Distribution Models in Relational Marketing  5.Communication Systems in Relational Marketing  6.Consumer Behavior and Models for Serving Individual Customers  7.Models for Serving Business Customers											
Prerequisites and co-requisites	No entry requirements											
Assessment methods and criteria	<table border="1"> <thead> <tr> <th data-bbox="451 707 794 734">Subject passing criteria</th> <th data-bbox="794 707 1142 734">Passing threshold</th> <th data-bbox="1142 707 1477 734">Percentage of the final grade</th> </tr> </thead> <tbody> <tr> <td data-bbox="451 734 794 763">Project</td> <td data-bbox="794 734 1142 763">51.0%</td> <td data-bbox="1142 734 1477 763">30.0%</td> </tr> <tr> <td data-bbox="451 763 794 804">Test</td> <td data-bbox="794 763 1142 804">51.0%</td> <td data-bbox="1142 763 1477 804">70.0%</td> </tr> </tbody> </table>			Subject passing criteria	Passing threshold	Percentage of the final grade	Project	51.0%	30.0%	Test	51.0%	70.0%
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Project	51.0%	30.0%										
Test	51.0%	70.0%										
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 eNauczenie:										
Example issues/ example questions/ tasks being completed	Relational Product  Relational Pricing  Omnichannel  Relational Communication  Net Promoter Score											
Work placement	Not applicable											

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