

Subject card

Subject name and code	Relational Marketing, PG_00170207						
Field of study	International Economic Relations						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2025/2026		
Education level	Master's 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	Department of Macroeconomics -> Faculty of Economics -> Rector						
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		10.0		0.0	25
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_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		
	[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. The student organizes the preparation of projects in the field of Relationship Marketing; the projects are discussed and approved during consultations with the course instructor.		[SK1] oral statement/conversation/ discussion [SK2] presentation/project/paper/ report		
	[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		

Subject contents	1.Transaction 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	Supplementary https://wydawnictwo.ug.edu.pl/produkt/start-i-rozwoj-przedsiębiorstw-jak-rozpoczac-wlasna-dzialalnosc-gospodarcza-i-osiagnac-sukces/ - e-book	
Example issues/ example questions/ tasks being completed	Relational product		
	Relational price		
	Omnichannel		
	Relational communication		
	NetPromoter Score		
Work placement	Not applicable		

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