

Subject card

Subject name and code	Consumer Behaviours and Relational Marketing, PG_00172388						
Field of study	International Economic Relations						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2027/2028		
Education level	Bachelor'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	3		Language of instruction		Polish		
Semester of study	5		ECTS credits		2.0		
Learning profile	academic		Assessment form				
Conducting unit	Department of Macroeconomics -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		mgr Lilia Neumann				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	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		5.0		30.0	50
Subject objectives	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_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	Student is ready to recognize the importance of knowledge in the field of economics in the process of identifying and solving economic problems and seeking the opinions of experts.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK4] test/exam - oral or written
	[MSG3_W05] knows and understands the basic principles of establishing and developing various forms of entrepreneurship	Student has extended knowledge of the basic areas of operation of a modern enterprise, including on the international market	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [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	After the course, student can freely use the conceptual framework of consumer behavior and relationship marketing; can identify the differences between transactional and relationship marketing.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] 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	Student knows purchasing mechanisms and cause-and-effect relationships occurring in company-customer relationships.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[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	Student has knowledge about man as an individual making economic decisions.	[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	Student is able to design a scenario and questionnaire for marketing research.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU4] test/exam - oral or written
	[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	Student is able to prepare a marketing research report.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU4] test/exam - oral or written
	[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	Student is able to correctly interpret and explain economic and social phenomena.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [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	Student critically assesses the level of his knowledge in the area of economics, is ready to deepen and update this knowledge throughout his life.	[SK1] oral statement/conversation/discussion [SK2] presentation/project/paper/report [SK4] test/exam - oral or written

Subject contents	1.Transactionational marketing and relationship marketing. Transactional approach to customer service, Relational approach to customer service, Marketing composition in transactional and relationship marketing. 2. Research on consumer behavior. Company MIS and information requirements of relationship marketing. Customer segmentation. A model of optimal service usability. QSL Index: quality - satisfaction - loyalty. Measuring the degree of loyalty on the example of the NetPromoter Score indicator. 3.Consumer behavior. Specific needs and market behavior of individual customers. Customer life cycle. Segmentation of individual customers. Individual customer service models. 4. Product policy to establish and strengthen relationships. A relational product. Cross-selling and up-selling. The role of the brand in product policy. Adapting the offer of products and services to customer needs. Product policy. 5.Pricing policy as an important element of relationship marketing. Relational price. Pricing strategies. The impact of pricing policy on purchasing behavior and customer loyalty. Price differentiation models. 6.Distribution models in relationship marketing. Distribution models. Distribution to strengthen relationships. Distribution channels preferred by customers. Distribution policy in various markets. 7. Communication system in relationship marketing. Communication in relationship marketing. Communication channels preferred by customers. Advertising campaigns. Analysis of selected promotional materials from the point of view of relationship marketing.		
Prerequisites and co-requisites	No requirements		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
		51.0%	80.0%
		51.0%	20.0%
Recommended reading	Basic literature	(1) G. Antonides, W.F. van Raaijn: Zachowanie konsumenta. Podręcznik europejski. PWN, Warszawa 2003. (2) J. Otto: Marketing relacji. Koncepcja i stosowanie. Wyd. C.H. Beck, Warszawa 2001.	
	Supplementary literature	(1) M. Szczepaniec: Marketing relacyjny jako element strategii banków komercyjnych. UG, Gdańsk 2004. (2) T. Czuba, M. Szczepaniec, T. Jurkiewicz <i>Kapitał relacyjny a wyniki ekonomiczne małych i średnich firm w Polsce</i> , Prace i Materiały Instytutu Handlu Zagranicznego, Gdańsk 2012. (3) S. Dybka, Trendy w zachowaniach konsumentów jako czynnik determinujący rozwój przedsiębiorstw, Studia Ekonomiczne. Zeszyty Naukowe Uniwersytetu Ekonomicznego w Katowicach, Nr 338, 2017. (4) T. Zalega, Nowe trendy konsumenckie jako przejaw innowacyjnych zachowań współczesnych konsumentów, Nierówności Społeczne a Wzrost Gospodarczy, nr 46, 2/2016. (5) G. Sobczyk, Zachowania konsumentów wobec nowych trendów konsumpcji - wyniki badań, Annales Universitatis Mariae Curie-Skłodowska, Lublin, Vol. LII, 1 Sectio H, 2018.	
	eResources addresses	Adresy na platformie eNauczanie:	
Example issues/ example questions/ tasks being completed	-		
Work placement	Not applicable		

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