

Subject card

Subject name and code	Consumer Behaviours and Relational Marketing, PG_00172389						
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		dr hab. Marek Szczepaniec				
	Teachers						
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		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_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
	[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_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_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_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_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_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

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	Subject passing criteria	Passing threshold	Percentage of the final grade
	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 eNauczanie:	
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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