

Subject card

Subject name and code	Relational Marketing, PG_00199684						
Field of study	International Economic Relations						
Date of commencement of studies	October 2026	Academic year of realisation of subject			2026/2027		
Education level	Master's studies	Subject group			Obligatory subject group in the field of study Optional subject group Subject group related to scientific research 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			credit		
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	5.0	0.0	20
	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	20		0.0		5.0	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		
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
	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		
Example issues/ example questions/ tasks being completed	<p>Relational product</p> <p>Relational price</p> <p>Omnichannel</p> <p>Relational communication</p> <p>NetPromoter Score</p>		
Work placement	Not applicable		

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