University of Gdańsk

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	dr hab. Marek Szczepaniec	

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
	[MSGMU2_U13] has a thorough ability to prepare specialist written work on economic and social issues, using specialist theoretical and methodological approaches, collecting data from various sources, their description and interpretation, the principles of hypothesis formulation and drawing conclusions on the basis of scientific literature and factual data, and can perform advanced international comparisons	The student is able to complete a project assignment entitled “Relationship Marketing in Company XYZ” and consult its assumptions, methodology, and progress with the course instructor during consultation sessions and designated project workshops. The project workshops are included in the course schedule, while the dates and locations of consultation sessions are published on the University of Gdańsk (UG) website.	[SU2] presentation/project/paper/ report
	[MSGMU2_W03] knows and understands types of economic ties and the regularities governing them; understands the conditions and principles of the functioning of the market and the market mechanism in the national, international and global aspect	Knows and understands the essence of relationship marketing, including the mechanisms for creating, maintaining, and developing relationships between a company and its customers.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/ report
	[MSGMU2_U11] independently formulates and tests hypotheses related to simple research problems, appropriately selects and applies methods and tools, including statistical tools and data acquisition techniques in order to verify hypotheses and diagnose economic processes, and on this basis to take appropriate economic decisions	Is able to identify problems related to customer relationship management, design and interpret customer satisfaction and loyalty studies, and apply appropriate research methods and analytical tools.	[SU2] presentation/project/paper/ report [SU4] test/exam - oral or written
	[MSGMU2_W09] has a knowledge of selected areas of the functioning of a modern enterprise in the national and international environment; understands the conditions, principles and consequences of decisions taken in its structures aiming at the development, and the dependencies among enterprises on the international market	Knows the role of relationship marketing in building a company's competitive advantage and demonstrates knowledge of customer relationship management tools.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/ report
	[MSGMU2_W14] has an in-depth knowledge of the human being as an individual making economic decisions, acting in social structures and organisational units, in particular in enterprises operating on the international market	Knows and understands the mechanisms of consumer behavior that are important for building long-term relationships between a company and its customers.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/ report
	[MSGMU2_K06] is ready to independently identify, diagnose and responsibly resolve dilemmas and alternative solutions related to his/her profession and the development of professional achievements	Demonstrates readiness to make responsible decisions regarding the development and maintenance of relationships with customers and business partners.	[SK1] oral statement/conversation/ discussion

<table>
<tr><td>Subject contents</td><td>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</td></tr>
<tr><td>Prerequisites and co-requisites</td><td></td></tr>
<tr><td>Assessment methods and criteria</td><td>
<table>
<tr><th>Subject passing criteria</th><th>Passing threshold</th><th>Percentage of the final grade</th></tr>
<tr><td>Project</td><td>51.0%</td><td>30.0%</td></tr>
<tr><td>Test</td><td>51.0%</td><td>70.0%</td></tr>
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<tr><td>Recommended reading</td><td>
<table>
<tr><td>Basic literature</td><td>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.</td></tr>
<tr><td>Supplementary literature</td><td>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.</td></tr>
<tr><td>eResources addresses</td><td></td></tr>
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<tr><td>Example issues/ example questions/ tasks being completed</td><td>Relational product

Relational price

Omnichannel

Relational communication

NetPromoter Score</td></tr>
<tr><td>Work placement</td><td>Not applicable</td></tr>
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