

**CLASS CARD****RELATIONSHIP MARKETING IN SPORT**

Basic classes	Code in the study plan	ECTS
Nazwa zajęć	SMII-23	3

Education profile	Practical
Faculty and field of study	Faculty of Physical Education, Chair of Management, Organisation and Economy
Studies program in which the subject is realized	SPORT
Professor's name	Prof. Monika Piątkowska/ dr Sylwia Gocłowska / dr Inga Maruszyńska- Małachowska <a href="mailto:monika.piatkowska@awf.edu.pl">monika.piatkowska@awf.edu.pl</a> / <a href="mailto:sylwia.gocłowska@awf.edu.pl">sylwia.gocłowska@awf.edu.pl</a> / <a href="mailto:inga.maruszynska@awf.edu.pl">inga.maruszynska@awf.edu.pl</a>
Level of studies (eg. bachelor, master)	Master
Study year and semester	1
Language	English
Method of realization (stationary/ distance learning)	Stationary
Lectures/classes hours	45
Form of passing classes	Test + project
Type of subject (obligatory/ facultative)	Facultative
Prerequisites	Knowledge about general concept of marketing

**DETAILED INFORMATION****Course aims and objectives**

A1	1.Providing students with knowledge about the specifics of relationship marketing in the context of other business operation concepts.
A2	2. Equipping students with the skills to analyze the customer lifecycle, satisfaction, and loyalty, taking into account marketing decisions made at each phase. Developing the ability to establish relationships with stakeholders of sports organizations
A3	3. Equipping students with the skills to measure the strength and nature of relationships between entities in sport, as well as the impact of marketing on enhancing relational attractiveness.

**LEARNING OUTCOMES IN KNOWLEDGE, SKILLS AND SOCIAL COMPETENCES FOR CLASSES**

Learning outcome	Subject's learning outcomes
<b>KNOWLEDGE</b>	
K_W07	P_W01 Student is able to define the specificity and value of the relationship marketing concept and identify stakeholder groups within the organization's environment.
K_W07	P_W02 Student knows the stages of the customer lifecycle and is able to present key marketing decisions at each stage.
<b>SKILLS</b>	
K_U02 K_U05 K_U08	P_U01 Student has the ability to measure key indicators of relationship strength and to identify the consequences of customer (dis)satisfaction and loyalty.
K_U02 K_U08	P_U02 Student is able to identify marketing tools used to build and deliver value within the business–customer relationship.
<b>SOCIAL COMPETENCES</b>	
K_K04	P_K01 Student understands the need to enhance managerial competencies relevant to their profession.
K_K06	P_K02 Student is able to solve specific problems arising from customer relations within the organization.

## SUBJECT PROGRAM CONTENT DIVISION BY FORMS OF IMPLEMENTATION

FORM OF CLASSES – LECTURE - subject		Reference to subject-specific learning outcomes
L1	Presentation of the course topics and conditions for passing the subject. Practical familiarization of students with the principles and methods of work ensuring occupational health and safety (OHS) during activities involving the use of technical devices, equipment, and/or without them.	P_W01
L2	The origins of relationship marketing. Customer orientation versus other business orientations in contemporary enterprises.	P_W01
L3	The essence and assumptions of the relationship marketing concept. Implementation and stages of relationship marketing. Benefits and limitations of relationship marketing.	P_W01

L4	Characteristics of selected models in relationship marketing. Subject-oriented approach.	P_W01
L5	Graves' Spiral Dynamics. Value model in the organization and relationship marketing. Value and the customer as the starting point for marketing activities. Definition and application of the customer lifecycle.	P_W01
L6	Measuring customer value. Components and determinants of customer lifetime value.	P_W01 P_W02
L7	Definition and effects of loyalty. Characteristics of customer loyalty.	P_W01 P_K02
L8	Loyalty models. Methods of measuring loyalty.	P_W02
L9	Satisfaction as the main determinant of loyalty	P_W02 P_K02
L10	Typology of customers in the context of their satisfaction and loyalty.	P_W02 P_K02
L11	Methods for measuring customer satisfaction.	P_W02
L12	Marketing decisions and actions aimed at building customer loyalty.	P_W02
L13	The marketing mix at different stages of the customer lifecycle.	P_W02 P_K02
L14	Customer Relationship Management (CRM) systems.	P_W01
L15	Internal marketing and human resource management.	P_W01
<b>FORM OF CLASSES – CLASSES – subject</b>		<b>Reference to subject-specific learning outcomes</b>
C1	Critique of the traditional marketing concept. Specificity of transactional and relationship marketing	P_W01 P_K01
C2	Analysis of the interaction process between the company and the customer. Strength and value of the relationship	P_U02 P_K01
C3	Characteristics of consumer and company behavior types at each level of relationship marketing, based on a selected example	P_U02
C4	Characteristics of the six markets model, based on a selected example	P_U02
C5	Characteristics of the relationship between the buyer and the company. The loyalty ladder according to Christopher, Payne, and Ballantyne. Operation of a company within the relationship-oriented approach according to Kotler. Relationship lifecycle	P_U02
C6	Marketing decisions and actions at various stages of the customer lifecycle	P_W02 P_U02 P_K01
C7	Application of the Customer Lifetime Value (CLV) concept in managerial practice. Other indicators for measuring customer value	P_U01
C8	Customer loyalty research in a selected product market. Evaluation of the concept of buyer loyalty	P_U01

C9	Use of customer loyalty indicators in managerial practice. Identification of implications for marketing activities	P_U01
C10	The relationship between customer satisfaction and loyalty and its marketing implications	P_U01
C11	Customer typology in the context of their satisfaction and loyalty	P_U01 P_U02
C12	Use of customer satisfaction indicators in managerial practice. Complaint and grievance analysis in relation to the customer lifecycle	P_U01
C13	The effectiveness of specific marketing tools depending on customer type and product – selected examples	P_W02 P_U02 P_K01
C14	CRM as a business strategy. Benefits and failures in CRM implementation	P_W01 P_U02 P_K01
C15	Levels of value in organizations; teal organizations in the context of relationship marketing	P_W01 P_U02 P_K01

## PLANNED METHODS/FORMS/TEACHING MEANS

Program content	Teaching methods/forms
<b>Lectures</b>	Lecture-based method (discussion of case studies along with practical examples)
<b>Classes</b>	Interactive methods including discussion, teamwork, case studies, hands-on activities, and role-playing scenarios related to sales and customer relations.
<b>Teaching resources:</b> Computer, multimedia projector, thematic presentations	

## METHODS OF VERIFYING THE EXPECTED LEARNING OUTCOMES ACHIEVED BY THE STUDENT

Learning outcomes for classes	Assessment methods
P_W01, P_W02	Attendance control and a summative assessment in the form of a final test
P_U01, P_U02 P_K01, P_K02	Attendance control, active participation in discussions and in-class activities, completion of a final assignment, and a final written test

## CONDITIONS FOR PASSING CLASSES:

COURSE COMPLETION REQUIREMENTS:

Assessment criterion: It is obligatory to be present during the classes (frequency at least 80%). The condition for passing the course is a positive assessment of the written test (a satisfactory grade - at least 60%) and positive evaluation of the prepared projects/tasks.

Grading scale for the final test (point-based system):

5.0 – 100–90%  
 4.5 – 89–85%  
 4.0 – 84–75%  
 3.5 – 74–70%  
 3.0 – 69–60%

## SAMPLE ASSESSMENT/EXAMINATION TOPICS

1. Origins and definition of relationship marketing
2. Determinants of customer satisfaction and loyalty
3. Customer lifecycle – stages and marketing decisions at each phase
4. CRM – functions, types, and examples of applications
5. The CLV concept and its practical application
6. Customer satisfaction and loyalty research – practical calculation skills and market implications
7. Relationship marketing models – types and key assumptions

## ENGLISH BIBLIOGRAPHY

<b>Basic</b>	Buhler A., Nufer G. <i>Relationship Marketing in Sports</i> . New York, Routledge 2012.
<b>Additional</b>	Buhler A., Nufer G. <i>International Sports Marketing: Principles and Perspectives</i> . Erich Schmidt Verlag, Berlin 2014,

## SELF STUDY

Full-time studies		Type of activity
Number of hours to complete the activity	ECTS	
45	1,8	Contact classes
10	0,4	Students' preparations of the presentations
15	0,6	Self-study as preparation to the written exam
5	0,2	Self-study as reading text prepared by the teacher
<b>75</b>	<b>3</b>	

**Number of ECTS points that a student obtains in classes developing practical skills: 1**

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