

Subject: RELATIONSHIP MARKETING IN SPORT

GENERAL INFORMATION

Organization unit	Faculty of: Physical Education Chair of: Organisation, Management and Economy Supervisor: Prof. Monika Piątkowska
Course name	RELATIONSHIP MARKETING IN SPORT
Subject code	SMII-23
Teaching language	English
Type of subject (obligatory/ facultative)	Facultative
Level of studies (eg. bachelor, master)	Master
Study year	1
Semester	I
ECTS points	3
Professor	Prof. Monika Piątkowska/ dr Sylwia Goćłowska / dr Inga Maruszyńska- Małachowska monika.piatkowska@awf.edu.pl/ sylwia.gocłowska@awf.edu.pl/ inga.maruszynska@awf.edu.pl
Studies program in which the subject is realized	SPORT
Method of realization (stationary/ distance learning)	Stationary
Prerequisites	Knowledge about general concept of marketing

DETAILED INFORMATION

Course aims and objectives

1. Providing students with knowledge about the specifics of relationship marketing in the context of other business operation concepts.
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.

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.

Main topics

No	Topic
Lectures/classes	
1.	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.
2.	The origins of relationship marketing. Customer orientation versus other business orientations in contemporary enterprises.
3.	The essence and assumptions of the relationship marketing concept. Implementation and stages of relationship marketing. Benefits and limitations of relationship marketing.
4.	Characteristics of selected models in relationship marketing. Subject-oriented approach.
5.	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.
6.	Measuring customer value. Components and determinants of customer lifetime value.
7.	Definition and effects of loyalty. Characteristics of customer loyalty.
8.	Loyalty models. Methods of measuring loyalty.
9.	Satisfaction as the main determinant of loyalty.
10.	Typology of customers in the context of their satisfaction and loyalty.
11.	Methods for measuring customer satisfaction.
12.	Marketing decisions and actions aimed at building customer loyalty.
13.	The marketing mix at different stages of the customer lifecycle.
14.	Customer Relationship Management (CRM) systems.



15.	Internal marketing and human resource management.
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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%

1 ECTS point = 25 hours students work (contact + self study)

TYPES OF CLASSES	HOURS
1. Contact classes	45
2. Students' preparations of the presentations	10
3. Self study as preparation to the written exam	15
4. Self study as reading text prepared by the teacher	5
Total = 75 hours- 3 ECTS points	

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