

**Subject: RELATIONSHIP MARKETING****I. General information**

Organization unit	Faculty of Physical Education Chair of Organisation, Management and Economy Supervisor: Prof. Jolanta Żyśko
Course name	RELATIONSHIP MARKETING
Subject code	23/2/II/S
Teaching language	English
Type of subject (obligatory/ facultative)	Facultative
Level of studies (eg. bachelor, master)	master
Study year	1
Semester	II
ECTS points	3
Teacher/ E-mail	Prof. Monika Piątkowska/Dr. Sylwia Gocłowska monika.piatkowska@awf.edu.pl/ sylwia.goclowska@awf.edu.pl
Studies program in which the subject is realized	SPORT
Method of realization (stationary/ distance learning)	Stationary/distant learning
Prerequisites	Knowledge about general concept of marketing

II. Detailed Information**Course aims and objectives**

A1	To provide knowledge concerning the specifics of relationship marketing concept in the context of the sports companies operations
A2	To provide the ability to conduct a customer's life cycle analysis including marketing

	decisions taken during different phases
A3	Equipping students with the ability to measure the strength of the client's relationship with the organization

Learning outcomes

Learning outcome	Subject's learning outcomes
Knowledge	
K_W07 Familiarity and comprehension of functions in the scope of managing sports organisation and their functioning in a changing environment.	Student is able to determine the specificity of relationship marketing concepts and identify groups of stakeholders located in the organization's environment and decide what actions should be applied to them
K_W07 Familiarity and comprehension of functions in the scope of managing sports organisation and their functioning in a changing environment.	Student knows the phases of the life cycle of the customer and is able to present the key marketing decisions taken during different phases
Skills	
K_U02 Ability to identify and describe main stakeholders of sports organisations and to manage human resources in an effective way. K_U05 Ability to process information acquired during research, making use of innovative techniques and IT tools. Ability to analyse, evaluate and formulate critical judgements. K_U08 Ability to deploy techniques of effective social communication and negotiation.	Student has the ability to measure the key determinants of the strength of the relationship and indicate the consequences of customer satisfaction and loyalty
K_U02 Ability to identify and describe main stakeholders of sports organisations and to manage human resources in an effective way. K_U08 Ability to deploy techniques of effective social communication and negotiation.	Student is able to identify marketing tools for building and delivering value within the enterprise-customer relationship
Social Competences	
K_K04 Striving at enhancing own managerial competences appropriately to the individual profession.	Student understands the need to improve management skills corresponding to his profession
K_K06 Ability to solve complex problems arising from the exercised profession, acquire own relations with individuals, groups and representatives of other milieus. Promotion of communication culture in the sports milieu.	Student is able to solve specific problems resulting from the relationship with the client in the organization

Syllabus contents

No	Title
Lectures	
SC1	Principles of marketing

SC2	Introduction to relationship marketing. The genesis of relationship marketing.
SC3	Customer orientation and other orientations of doing business in modern enterprises
SC4	The essence and assumptions of the relationship marketing concept
SC5	Implementation and stages of relationship marketing. Benefits and limitations of relationship marketing
SC6	Characteristics of selected models in relationship marketing
SC7	Potential customers' analysis. ABC analysis. Customer Retention Rate (CRR)
Classes/ Practical classes	
SC8	Measurement of customer value. Determinants of the customer's life value (CLV).
SC9	Characteristics of the instruments of relationship marketing
SC10	Instruments of relationship marketing – case studies
SC11	Satisfaction and its main determinants.
SC12	Methods of measuring customer satisfaction
SC13	Loyalty and its main determinants
SC14	Methods of measuring customer loyalty
SC15	Customer relationship management systems

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.

Obligatory literature:

Buhler A., Nufer G. *Relationship Marketing in Sports*. New York, Routledge 2012.

Grönroos, C. (1994). From Marketing Mix to Relationship Marketing: Towards a Paradigm Shift in Marketing. *Management Decision*, 32 (2), 4-20.

Sheth, J.N., Parvatiyar, A. (1995). The evolution of relationship marketing. *International Business Review*, 4(4), 397-418. [https://doi.org/10.1016/0969-5931\(95\)00018-6](https://doi.org/10.1016/0969-5931(95)00018-6).

1 ECTS point = 30 hours students work (contact + self study)

TYPES OF CLASSES	HOURS
Contact hours	30
Self study	60
Total = 90 hours = 30 ECTS	