

MARKETING RELACJI – ZAKRES IMPLEMENTACJI KONCEPCJI

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STRESZCZENIA

MARKETING COMMUNICATION WITH AN INSTITUTIONAL KLIENT IN THE CONDITIONS OF THE USAGE OF THE CONCEPT OF RELATIONSHIP MARKETING

Summary

Relationship marketing is the youngest concept of marketing. The fundamental change, which that concept brought, is a movement of the attention from the process of catching clients to the process of keeping them. The relationship marketing functions specially well on the institutional market where individual transactions are very rare. Usually the first transaction constitutes the beginning of a long cooperation. Creating the lasting bonds between seller and client within the relationship marketing promotes the marketing communication. The relationship marketing demands an effective system of communication which becomes a useful exchange of information between recipient and information source. The permanent contact with a client is aimed at a quick reaction to his changeable needs and preferences and informs him about the newnesses related to a supplier's offer.

THE CONCEPTS OF CORPORATE SOCIAL RESPONSIBILITY AND RELATIONSHIP MARKETING – POSSIBILITIES OF IMPLEMENTING IN THE INTERNATIONALISATION PROCESS OF A COMPANY

Summary

The aim of this paper is to present the possibilities of implementing the following concepts: relationship marketing and corporate social responsibility in international business. The concepts are mutually useful and when they are integrated they can bring the benefits to the enterprise.

THE ROLE OF THE INTERPERSONAL RELATIONS IN LOYALTY CREATION ON THE INVESTMENT GOODS MARKET (SELECTED ISSUES)

Summary

This paper explores the role of the interpersonal ties in creating source of loyalty on the investment goods market. Starting from the market features and the characteristics of buyer – seller relationship the author analyses the role of the reciprocal perception, satisfaction, trust and commitment of the sales representatives in relation development and retention. She also examines the indirect impact of such relations on the loyalty between organisations as well as the danger such an intimacy could impose. Finally, the author points out the projection of the sales person status evolution due both to the progress of communication media and to the modification of the buyer's needs.

FRANCHISEES AS SUBJECTS OF RELATION IN THE FRANCHISING SYSTEM

Summary

The analysis of the relationships occurring among the various participants of the franchising chains cannot be limited only to the four basic groups distinguished by marketing relation in respect to the standard enterprises (clients, suppliers, employees and external partners like competitors and government). The identification of those parts does not reflect the specific relations in regards to the franchising. In respect to it two groups of clients can be distinguished: the buyers of goods and services and franchisees. The aim of the paper is to study the role and place of the franchisees in various relations in the franchising chains.

PUBLIC RELATIONS AS AN ELEMENT OF MARKETING COMMUNICATION SYSTEM ON THE FINANCIAL SERVICES MARKET

Summary

In the paper author presents the basic definitions connected with the public relations as an element of marketing communication in the bank. PR is an instrument of bilateral communication between bank and its environment. This paper shows also the results of research on the practices of using PR for communication and building the permanent relationships between banks, funds of credit guarantee and their clients.

RELATIONSHIP MARKETING AND RELATIONS AT THE UNIVERSITIES

Summary

The present paper indicates the significance of the role of the relationship marketing at the universities. The most remarkable is the relationship between “the university and its students”, as their cooperation is the long term one and is based on the profound links, such as: trust, understanding and commitment. Whereas the relationship between “the university and its further environment” (that involves its competition, local administration, media, employers etc.) refers to these roles which are performed by the entities in the society. The relationship marketing at the university is the basic element of the marketing management of the university and at the same time it is the element of accomplishing the parties’ objective and acquiring the loyal customers.

RELATION MARKETING IN A REGION OR LOCAL COMMUNITY

Summary

Competition of the environment, complexity and changes in the economic processes, the evolution of the representative democracy towards the democracy based on the dialogue create a special role of the information, communication and knowledge. It causes the need of development of the communication systems in the regions/territorial divisions. The concentration of the local government on the aims and the rules of the local community leads them to be marketing orientated. They can influence both the members of the local community as well as the outsiders if their goals or businesses are or able to be integrated with the community’s aims. Integration of local stakeholders (also those potential) can create quite stable relations which are based on the rules of the assumed partner marketing.

THE ROLE OF MARKETING COMMUNICATIONS IN THE FUNCTION OF BUILDING RELATIONS IN A COMMUNE

Summary

The paper presents the basic definition, aims and subjects connected with marketing communications in the territorial marketing. It also shows the results of the direct research on the attitudes of local authorities and inhabitants towards the marketing communication in a commune and how it influences on their relations.

THE ROLE OF LOCAL AUTHORITIES IN ESTABLISHING PARTNERSHIP RELATIONS AMONG TOURISM ENTREPRENEURSHIPS WHICH CREATE TOURISM OFFER IN A REGION

Summary

The document presents the role of the local authorities in establishing the relations among tourism entrepreneurship which create tourism offers in a region. The article also identifies the factors which influence the process of creating the offer. Moreover, the paper introduces the advantages of partner relations among the tourism entrepreneurship in a traditional form and in a tourism cluster.