

Title Marketing of Logistics Services	Code 1011102211011140409
Field Logistics - Full-time studies - Second-cycle studies	Year / Semester 1 / 1
Specialty -	Course core
Hours Lectures: 1 Classes: 15 Laboratory: - Projects / seminars: 15	Number of credits 4
	Language polish

Lecturer:

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Status of the course in the study program:

core; year 1/semestr 1

Assumptions and objectives of the course:

Learning outcomes - skills and competencies: identification of the basic elements of logistics services marketing, assessing the significance of individual elements of marketing of logistics services in creating competitive advantage of the enterprise; presenting the characteristics of logistic services marketing and trends occurring in the market of logistics services. Ability to design programs and traditional and relational marketing for logistics services.

Contents of the course (course description):

Content of education (lectures): Definitions and classifications of logistics services. Characteristics of selected types of logistics services (transport, freight forwarding, warehousing, courier, logistics centers, combined transport, etc.). The process of buying services. The market of logistics services. Customer segmentation in logistics market. Differentiation and positioning of logistics services. Marketing management of logistics services. Traditional and relational marketing in logistics services. Logistics services marketing mix (5P and 7P models). Internal and interactive marketing in logistics services. Product strategy in logistics services. Product life cycle of logistics services. Creating new logistics services. Distribution of logistics services. Promotion of logistics services. Processes and personnel providing logistics services. Customer service. The quality of logistics services. The future (development trends) of logistics services.

Content of education (classes): market strategy of companies offering logistics services. Marketing research and analysis of logistics markets. Segmentation of the market. Differentiation and positioning of logistics services. Marketing mix of logistics services: a / design of services, b / calculation of prices, c / distribution and promotion.

Content of education (draft): design of marketing strategy and selected marketing programs: product (including the process of provision of services), pricing, distribution, promotion, customer service (including the standards of this customer service), internal marketing, etc., quality improvement of logistics services

Introductory courses and the required pre-knowledge:

Basics marketing and basic logistics courses

Courses form and teaching methods:

lectures, exercises and project

Form and terms of complete the course - requirements and assessment methods:

- Test (lecture), test (exercise), a project in groups of single or double

Basic Bibliography:

Additional Bibliography: