

STUDY MODULE DESCRIPTION FORM		
Name of the module/subject Marketing of logistic services		Code 1011102211011147637
Field of study Logistics - Full-time studies - Second-cycle	Profile of study (general academic, practical) (brak)	Year /Semester 1 / 1
Elective path/specialty Corporate Logistics	Subject offered in: Polish	Course (compulsory, elective) obligatory
Cycle of study: Second-cycle studies	Form of study (full-time, part-time) full-time	
No. of hours Lecture: 15 Classes: 15 Laboratory: - Project/seminars: 15		No. of credits 4
Status of the course in the study program (Basic, major, other) (brak)		(university-wide, from another field) (brak)
Education areas and fields of science and art technical sciences Technical sciences social sciences Economics		ECTS distribution (number and %) 2 50% 2 50% 2 50% 2 50%
Responsible for subject / lecturer: dr inż. Mariusz Branowski email: mariusz.branowski@put.poznan.pl tel. 6653395 Faculty of Engineering Management ul. Strzelecka 11 60-965 Poznań		
Prerequisites in terms of knowledge, skills and social competencies:		
1	Knowledge	Basic knowledge of marketing in production enterprises: subject, scope, terminology. Basic knowledge of marketing strategies and programs, methods and tools (marketing mix) in production enterprises
2	Skills	Ability to describe and analyse economic and social phenomena related to domestic marketing. Ability to make decisions relating to marketing mix. Ability to analyse domestic marketing problems relevant to enterprise management.
3	Social competencies	Awareness of marketing self education need. Awareness of marketing importance for maintenance and development of economic and social relationships. Preparation to active participation in organizations and groups realizing marketing activities. Awareness of ethical aspects of marketing.
Assumptions and objectives of the course: --Acquisition of knowledge, skills and competencies related to concepts, regularities and problem solution methods of marketing in logistic services (MLS)		
Study outcomes and reference to the educational results for a field of study		
Knowledge:		
1. Knowledge of MLS importance for economy and enterprises - [K1A_W01] 2. Knowledge of MLS scope and terminology - [K1A_W20] 3. Knowledge of MLS methods and tools - [K1A_W13] 4. Knowledge of selected logistic services markets - [K1A_W13] 5. Knowledge of MLS organization and management - [K1A_W04]		
Skills:		
1. Ability to describe, analyse and forecast the economic, legal, cultural and social environment related to MLS - [K1A_U01] 2. Ability to use MLS methods and tools to solve the problems - [K1A_U07] 3. Ability to make decisions related to MLS marketing mix - [K1A_U06] 4. Ability to MLS management - [K1A_U03]		
Social competencies:		

1. Awareness of MLS self education need. - [K1A_K01]
2. Awareness of MLS importance for maintenance and development of economic and social relationships. - [K1A_K03]
3. Preparation to active participation in organizations and groups realizing MLS activities. - [K1A_K01]
4. Awareness of ethical aspects of MLS - [K1A_K04]

Assessment methods of study outcomes

Primery evaluation:

a/ classes (exercises) and marketing design classes: (1) current evaluation of task, case study and design task solutions, (2) active participation in classes, (3) tests

b/ lectures: active participation in lectures

Final evaluation:

a/ classes: (1) colloquy, (2) MLS design in selected company

b/ lectures: examination test

Course description

Lectures: Definitions and classifications of logistic services (LS). Services 3PL, 4PL. Description and marketing analysis of selected LS (transportation, freight forwarding, warehousing, distribution centres, logistic centres, courier services). Diagnosing the buying process of LS. Outsourcing of LS. LS markets (in Poland, EU and world markets). Market segmentation differentiation and positioning of LS. MLS management. Customer relationship management in LS. Internal marketing in LS. Marketing mix of LS (4P, 5P, 7P). Product, price, promotion and distribution of LS. Process, people and physical evidence in LS. Customer service standardization in LS. Quality of LS. New trends in MLS.

Classes: Market strategies of LS companies. Market analysis and marketing research of LS. Marketing mix of LS: new service development, price calculations, process models, promotion.

Marketing design classes: Design of marketing strategy and marketing programmes in selected LS company. Design of internal marketing programme. Design of customer service standards (marketing and logistic standards). Design of quality improvement programmes in LS.

Basic bibliography:

1. Marketing usług logistycznych. Materiały dydaktyczne do wykładów i ćwiczeń, pod red. M. Branowskiego, Wyd. Politechniki Poznańskiej, Poznań, 2011
2. Usługi logistyczne, Pr. zb. pod red. W. Rydzkowskiego, Instytut Logistyki i Magazynowania, Poznań, 2011
3. Kompendium wiedzy o logistyce, Pr. zb. pod red. E. Golemskiej, PWN, Warszawa, 2002

Additional bibliography:

1. Marketing usług, Pr. zb. pod red. A. Styś, PWE, Warszawa, 2003
2. Marketing usług, Payne A., PWE, Warszawa, 1997
3. Zarządzanie marketingowe na rynku usług transportowych. Rucińska D., Ruciński A., Wyszomirski O.: Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2005.
4. Rynek usług logistycznych. Red. M. Ciesielski. Difin, Warszawa 2005.
5. Logistyka w Polsce. Raport 2011. Pr. zb. pod red. I. Fechnera i G. Szyszki, Biblioteka Logistyka, Poznań 2012

Result of average student's workload

Activity	Time (working hours)	
1. Lectures	15	
2. Classes	15	
3. Marketing design classes	15	
4. Consultations	4	
5. Test	1	
6. Students own work (preparation to tests, design of marketing strategies and programmes, self education)	70	
Student's workload		
Source of workload	hours	ECTS
Total workload	120	4
Contact hours	50	2
Practical activities	15	2

