

STUDY MODULE DESCRIPTION FORM		
Name of the module/subject Marketing in Transportation		Code 1010604241010611295
Field of study Transport	Profile of study (general academic, practical) (brak)	Year /Semester 2 / 4
Elective path/specialty -	Subject offered in: Polish	Course (compulsory, elective) obligatory
Cycle of study: First-cycle studies	Form of study (full-time, part-time) part-time	
No. of hours Lecture: 12 Classes: - Laboratory: - Project/seminars: -		No. of credits 1
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		ECTS distribution (number and %) 1 100%
Responsible for subject / lecturer: Hanna Sawicka, Ph.D. email: hanna.sawicka@put.poznan.pl tel. +48 61 6652249 Working Machines and Transportation 3 Piotrowo street, 60-965 Poznan		
Prerequisites in terms of knowledge, skills and social competencies:		
1	Knowledge	The student has a basic knowledge of transportation, its role in the economy and society.
2	Skills	The student is able to interpret the phenomena occurring in organizations, formulate opinions, draw conclusions.
3	Social competencies	The student can work in a group, exhibits independence in solving problems, acquiring and improving knowledge.
Assumptions and objectives of the course: The aim of the course is to familiarize with the concepts of marketing in a transportation, building an effective marketing strategy and its implementation		
Study outcomes and reference to the educational results for a field of study		
Knowledge:		
1. The student is familiar with the concept of marketing and trade - [K1A_W11] 2. The student knows the rules of building customer satisfaction and loyalty - [K1A_W07] 3. The student knows the concept of value added in transportation - [K1A_W09] 4. The student knows the basics of shaping the marketing strategy in the transportation company - [K1A_W11] 5. The student knows the rules for creation and implementation of marketing plans - [K1A_W19]		
Skills:		
1. The student can identify the participants in the transportation market - [K1A_U01] 2. The student knows how to interpret the practical aspects of the impact of marketing on the market position of the transportation company - [K1A_U01] 3. The student can analyze the structure of transportation companies - [K1A_U01] 4. The student knows how to analyze the key factors of shaping the marketing strategy for transportation - [K1A_U01] 5. The student can evaluate the effectiveness of the implementation of the transportation company's marketing strategy - [K1A_U01]		
Social competencies:		

1. The student is aware of the importance of marketing in creating the market position of a transportation company - [K1A_K02]
2. The student is able to identify the most important social factors influencing the quality of transportation services - [K1A_K07]
3. The student understands the need to develop his/her knowledge in the field of marketing in transportation - [K1A_K01]

Assessment methods of study outcomes

The test, which includes the following aspects of marketing in transportation: basic concepts of marketing, the importance of marketing in transportation, the quality of transportation services, building customers' satisfaction, corporate structure including transportation companies, elements of strategic planning, strategic business units, marketing management process, design and development of marketing plans.

Course description

1. The origin and importance of marketing. The concept of marketing in transportation.
2. Marketing management. The concept of the product (including transportation services), production, sales and marketing; the role of marketing in the transportation company.
3. Building customer satisfaction; value added products (including transportation services).
4. The structure of enterprises, including transportation. Elements of strategic planning.
5. The term strategic business units (including transportation), planning a new business, BCG matrix and G-E matrix.
6. The process of marketing management, designing strategies and developing marketing plans.

Basic bibliography:

1. P. Kotler: Marketing Management: Analysis, Planning, Implementation, and Control. Prentice Hall, Upper Saddle River, 1994.
2. M. Christopher, H. Peck: Logistyka marketingowa, PWE, Warszawa, 2005. (in Polish)
3. D. Rucińska, A. Ruciński, O. Wyszomirski: Zarządzanie marketingowe na rynku usług transportowych. Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk, 2005. (in Polish)

Additional bibliography:

1. J. Atkorn (red.): Podstawy marketingu, Instytut Marketingu, Kraków, 1993. (in Polish)
2. J. Dyczkowska: Marketing usług logistycznych. Difin, Warszawa, 2014 (in Polish)

Result of average student's workload

Activity	Time (working hours)
1. Lectures	12
2. Self-academic	12

Student's workload

Source of workload	hours	ECTS
Total workload	24	1
Contact hours	12	1
Practical activities	0	0