

<b>STUDY MODULE DESCRIPTION FORM</b>		
Name of the module/subject <b>Marketing of Transportation and Logistics Services</b>		Code <b>1010612231010610633</b>
Field of study <b>Transport</b>	Profile of study (general academic, practical) <b>(brak)</b>	Year /Semester <b>2 / 3</b>
Elective path/specialty <b>Logistics of Transport</b>	Subject offered in: <b>Polish</b>	Course (compulsory, elective) <b>obligatory</b>
Cycle of study: <b>Second-cycle studies</b>	Form of study (full-time, part-time) <b>full-time</b>	
No. of hours Lecture: <b>2</b> Classes: <b>1</b> Laboratory: <b>-</b> Project/seminars: <b>-</b>		No. of credits <b>2</b>
Status of the course in the study program (Basic, major, other) <b>(brak)</b>		(university-wide, from another field) <b>(brak)</b>
Education areas and fields of science and art <b>technical sciences</b> <b>Technical sciences</b>		ECTS distribution (number and %) <b>1 50%</b> <b>1 50%</b>
<b>Responsible for subject / lecturer:</b>  Hanna Sawicka, Ph.D. email: hanna.sawicka@put.poznan.pl tel. +48 61 6652249 Faculty of Working Machines and Transportation ul. Piotrowo 3 60-965 Poznań		
<b>Prerequisites in terms of knowledge, skills and social competencies:</b>		
1	<b>Knowledge</b>	Student has a basic knowledge of the structure and organizational rules of the enterprise market
2	<b>Skills</b>	Student is able to integrate and interpret the information, draw conclusions, formulate and motivate opinions, to associate and interpret the phenomena occurring in the management of organizations
3	<b>Social competencies</b>	Student is aware of and understands the business impact of marketing activities
<b>Assumptions and objectives of the course:</b> -The aim of the course is to introduce the concepts of marketing in transport, to build an effective marketing strategy, to learn the influence of marketing methods on the sales volume of transportation services		
<b>Study outcomes and reference to the educational results for a field of study</b>		
<b>Knowledge:</b>		
1. Student knows the concept of marketing and marketing strategy - [-] 2. Student knows the basics of shaping the marketing strategy for the transportation company - [-] 3. Student knows the principles of creating and implementing marketing plans - [-] 4. Student knows the rules of creating customer satisfaction and loyalty - [-] 5. Student knows the specifics of shaping the quality of transportation services - [-] 6. Student knows the concept of added value in transportation - [-]		
<b>Skills:</b>		
1. Student is able to interpret the practical implications of marketing for the company - [-] 2. Student can analyze the major factors shaping the marketing strategy - [-] 3. Student is able to analyze customer behaviour on the market of passenger and freight transportation - [-] 4. Student can select the method of marketing research in order to search for market niches - [-] 5. Student is able to evaluate the effectiveness of the implementation of the marketing strategy - [-]		
<b>Social competencies:</b>		

- |   |
|---|
| <ol style="list-style-type: none"> <li>1. Student is aware of the importance of marketing in creating the company - [-]</li> <li>2. Student is able to identify important social factors influencing the quality of transportation services - [-]</li> <li>3. Student is able to analyze customer behaviour taking into account the external costs of transportation - [-]</li> <li>4. Student can independently develop his/her knowledge in the field of marketing - [-]</li> </ol> |
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### Assessment methods of study outcomes

-Test of the knowledge of the basic concepts of marketing, marketing mix, service - features and types, knowledge of the principles of creating and implementing marketing plans for transportation companies, knowledge of creating customer satisfaction and loyalty, knowledge of marketing research methodology to search for market niches, knowledge of techniques for pricing of transportation services, awareness of specific transportation services

### Course description

1. The concept and importance of marketing in the modern economy. Marketing - genesis, the concept and its importance. Marketing as a tool for entrepreneurs.
2. Marketing management. The concept of the product (including transport and logistics services), production, sales and marketing. Demand.
3. Quality of products and services. Customer service and building customer satisfaction. Value added products and services (including transport and logistics). Analysis and case study.
4. Basics of market-oriented strategic planning. Structure of enterprises, elements of strategic planning, the concept of strategic business units.
5. Creation of marketing programs ? marketing mix. Marketing management process, strategies design and marketing plans development. Workshops - case study analysis. Marketing plan creation for a transport / logistics company.
6. Marketing research. Analysis of the basic components of marketing research - interview, research, marketing decisions? support system. Preparation of marketing research plan, design a questionnaire for the selected companies (passenger transport).
7. Analysis of customers in the consumer goods market. Model of buyer behavior. Key factors affecting buyer behavior, including customers of transport/ logistics services.
8. Purchasing decisions. The process of making purchase decisions, its basic steps.
9. Analysis of customers in the industrial goods market.
10. Measuring and forecasting demand. Market segments identification, target markets selection.
11. Estimating future demand. Buyers intentions research, experts opinions, quantity analysis of demand.
12. Designing marketing strategies. The life cycle of products, strategy of various ?players? in the market (including transport/ logistics market): leaders, followers, challengers. Analysis of the case study.
13. Services management. Characteristics of services - the context of marketing, marketing strategies for service companies (including transport/ logistics companies).

### Basic bibliography:

1. A. Czubala, A. Jonas, T. Smolen J. Wiktor: Marketing usług, Wolters Kluwer, Krakow, 2006 (in Polish).
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 Gdanskiego, Gdansk, 2005 (in Polish)

### Additional bibliography:

1. J. Altkorn (red.): Podstawy marketingu, Instytut Marketingu, Krakow, 1993 (in Polish).
2. P. Kotler: Marketing Management, Prentice Hall, Upper Saddle River, 2011.

### Result of average student's workload

Activity	Time (working hours)	
1. Lectures	30	
2. Classes	15	
3. Self-academic	15	
Student's workload		
Source of workload	hours	ECTS
Total workload	60	2
Contact hours	45	1
Practical activities	15	1