

| <b>STUDY MODULE DESCRIPTION FORM</b>   |   |  |
|--|---|--|
| Name of the module/subject<br><b>Marketing of logistic services</b>  |   | Code<br><b>1011102311011147637</b>   |
| Field of study<br><b>Logistics - Full-time studies - Second-cycle</b>  | Profile of study (general academic, practical)<br><b>(brak)</b> | Year /Semester<br><b>1 / 1</b>   |
| Elective path/specialty<br><b>Corporate Logistics</b>  | Subject offered in:<br><b>Polish</b>                            | Course (compulsory, elective)<br><b>obligatory</b>   |
| Cycle of study:<br><b>Second-cycle studies</b>   | Form of study (full-time, part-time)<br><b>full-time</b>        |  |
| No. of hours<br>Lecture: <b>15</b> Classes: <b>15</b> Laboratory: <b>-</b> Project/seminars: <b>15</b>   |   | No. of credits<br><b>4</b>   |
| Status of the course in the study program (Basic, major, other)<br><b>(brak)</b>   |   | (university-wide, from another field)<br><b>(brak)</b>   |
| Education areas and fields of science and art  |   | ECTS distribution (number and %)   |
| <b>Responsible for subject / lecturer:</b><br>dr inż. Mariusz Branowski<br>email: mariusz.branowski@put.poznan.pl<br>tel. 6653395<br>Faculty of Engineering Management<br>ul. Strzelecka 11 60-965 Poznań  |   | <b>Responsible for subject / lecturer:</b><br>dr inż. Halina Portalska<br>email: halina.portalska@put.poznan.pl<br>tel. (61) 665 34 03<br>Faculty of Engineering Management<br>ul. Strzelecka 11 60-965 Poznań   |
| <b>Prerequisites in terms of knowledge, skills and social competencies:</b>  |   |  |
| 1  | <b>Knowledge</b>  | 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  | <b>Skills</b>   | 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  | <b>Social competencies</b>                                      | 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. |
| <b>Assumptions and objectives of the course:</b><br>--Acquisition of knowledge, skills and competencies related to concepts, regularities and problem solution methods of marketing in logistic services (MLS)   |   |  |
| <b>Study outcomes and reference to the educational results for a field of study</b>  |   |  |
| <b>Knowledge:</b>  |   |  |
| 1. Knowledge of MLS importance for economy and enterprises - [K1A_W01]<br>2. Knowledge of MLS scope and terminology - [K1A_W20]<br>3. Knowledge of MLS methods and tools - [K1A_W13]<br>4. Knowledge of selected logistic services markets - [K1A_W13]<br>5. Knowledge of MLS organization and management - [K1A_W04]                      |   |  |
| <b>Skills:</b>   |   |  |
| 1. Ability to describe, analyse and forecast the economic, legal, cultural and social environment related to MLS - [K1A_U01]<br>2. Ability to use MLS methods and tools to solve the problems - [K1A_U07]<br>3. Ability to make decisions related to MLS marketing mix - [K1A_U06]<br>4. Ability to MLS management - [K1A_U03]             |   |  |
| <b>Social competencies:</b>  |   |  |
| 1. Awareness of MLS self education need. - [K1A_K01]<br>2. Awareness of MLS importance for maintenance and development of economic and social relationships. - [K1A_K03]<br>3. Preparation to active participation in organizations and groups realizing MLS activities. - [K1A_K01]<br>4. Awareness of ethical aspects of MLS - [K1A_K04] |   |  |

| <b>Assessment methods of study outcomes</b>   |                      |      |
|---|----------------------|------|
| <p>Primery evaluation:<br/>           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<br/>           b/ lectures: active participation in lectures</p> <p>Final evaluation:<br/>           a/ classes: (1) colloquy, (2) MLS design in selected company<br/>           b/ lectures: examination test</p>  |                      |      |
| <b>Course description</b>   |                      |      |
| <p>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.</p> <p>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.</p> <p>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.</p> <p>Teaching methods:<br/>           Lectures - Information lecture (conventional) or monographic (specialist) forming evaluation,<br/>           Classes - application acquired knowledge in practice by solving cognitive tasks,<br/>           Projects - individual or team projects implementation of a large, multi-stage project cognitive or practical task.</p> |                      |      |
| <b>Basic bibliography:</b>  |                      |      |
| <ol style="list-style-type: none"> <li>Marketing usług logistycznych. Materiały dydaktyczne do wykładów i ćwiczeń, pod red. M. Branowskiego, Wyd. Politechniki Poznańskiej, Poznań, 2011</li> <li>Dyczkowska J., Marketing usług logistycznych, wyd. Difin, Warszawa, 2014.</li> <li>Usługi logistyczne, Pr. zb. pod red. W. Rydzkowskiego, Instytut Logistyki i Magazynowania, Poznań, 2011</li> <li>Kompendium wiedzy o logistyce, Pr. zb. pod red. E. Gołembskiej, PWN, Warszawa, 2002</li> </ol>  |                      |      |
| <b>Additional bibliography:</b>   |                      |      |
| <ol style="list-style-type: none"> <li>Marketing usług, Pr zb. pod red. A. Styś, PWE, Warszawa, 2003</li> <li>Marketing usług, Payne A., PWE, Warszawa, 1997</li> <li>Zarządzanie marketingowe na rynku usług transportowych. Rucińska D., Ruciński A., Wyszomirski O.: Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2005.</li> <li>Rynek usług logistycznych. Red. M. Ciesielski. Difin, Warszawa 2005.</li> <li>Logistyka w Polsce. Raport 2011. Pr. zb. pod red. I. Fechnera i G. Szyszki, Biblioteka Logistyka, Poznań 2012</li> </ol>   |                      |      |
| <b>Result of average student's workload</b>   |                      |      |
| 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                   |      |
| <b>Student's workload</b>   |                      |      |
| Source of workload  | hours                | ECTS |
| Total workload  | 120                  | 4    |

|                      |    |   |
|----------------------|----|---|
| Contact hours        | 60 | 2 |
| Practical activities | 60 | 2 |