

<b>STUDY MODULE DESCRIPTION FORM</b>		
Name of the module/subject <b>Marketing in Transportation</b>		Code <b>1010604311010611295</b>
Field of study <b>Transport</b>	Profile of study (general academic, practical) <b>general academic</b>	Year /Semester <b>1 / 1</b>
Elective path/specialty <b>-</b>	Subject offered in: <b>Polish</b>	Course (compulsory, elective) <b>obligatory</b>
Cycle of study: <b>First-cycle studies</b>	Form of study (full-time,part-time) <b>part-time</b>	
No. of hours Lecture: <b>9</b> Classes: <b>-</b> Laboratory: <b>-</b> Project/seminars: <b>-</b>		No. of credits <b>1</b>
Status of the course in the study program (Basic, major, other) <b>other</b>		(university-wide, from another field) <b>university-wide</b>
Education areas and fields of science and art <b>technical sciences</b>		ECTS distribution (number and %) <b>1 100%</b>
<b>Responsible for subject / lecturer:</b>  Hanna Sawicka, PhD email: hanna.sawicka@put.poznan.pl tel. +48 61 665 2249 Faculty of Transport Engineering 60-965 Poznan, 3 Piotrowo street		
<b>Prerequisites in terms of knowledge, skills and social competencies:</b>		
1	<b>Knowledge</b>	The student has a basic knowledge of transportation, its role in the economy and society.
2	<b>Skills</b>	The student is able to interpret the phenomena occurring in organizations, formulate opinions, draw conclusions.
3	<b>Social competencies</b>	The student can work in a group, exhibits independence in solving problems, acquiring and improving knowledge.
<b>Assumptions and objectives of the course:</b> To familiarize with the concepts of marketing in a transportation, building an effective marketing strategy and its implementation in transport companies.		
<b>Study outcomes and reference to the educational results for a field of study</b>		
<b>Knowledge:</b> 1. The student has a basic knowledge of management and running a business and knows the general principles of creating and developing forms of individual entrepreneurship. - [T1A_W10]		
<b>Skills:</b> 1. The student is able to perceive in the process of formulating and solving tasks in the field of transport engineering also non-transport aspects, in particular social, legal and economic issues. - [T1A_U05]		
<b>Social competencies:</b> 1. The student understands that in technology, knowledge and skills quickly become obsolete. - [T1A_K01]		
<b>Assessment methods of study outcomes</b>		
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, marketing management process, design and development of marketing plans.		
<b>Course description</b>		
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 process of marketing management, designing strategies and developing marketing plans.		
<b>Basic bibliography:</b>		
1. Christopher M., Peck H.: Marketing Logistics Butterworth-Heinemann, Oxford, 2003.		
2. Kotler P.: Marketing Management: Analysis, Planning, Implementation, and Control. Prentice Hall, Upper Saddle River, 1994.		
3. Rucińska D., Ruciński A., Wyszomirski O.: Zarządzanie marketingowe na rynku usług transportowych. Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk, 2005. (in Polish)		
4. Sawicka H.: Marketing w transporcie. Materiały wykładowe, Politechnika Poznańska (in Polish).		
5. Marketing i Rynek, Polskie Wydawnictwo Ekonomiczne (in Polish).		
6. www.marketingpower.com		
<b>Additional bibliography:</b>		
1. Attkorn J. (red.): Podstawy marketingu, Instytut Marketingu, Kraków, 1993. (in Polish)		
2. Dyczkowska J.: Marketing usług logistycznych. Difin, Warszawa, 2014 (in Polish).		
<b>Result of average student's workload</b>		
<b>Activity</b>	<b>Time (working hours)</b>	
1. Preparation for classes: lectures.	3	
2. Participation in the classes according to the plan: lectures.	9	
3. Strengthening the content of classes / reports: lectures.	3	
4. Consultations: lectures.	2	
5. Preparation for the exam / pass: lectures.	7	
6. Participation in the exam / pass: lectures.	1	
<b>Student's workload</b>		
<b>Source of workload</b>	<b>hours</b>	<b>ECTS</b>
Total workload	25	1
Contact hours	9	1
Practical activities	0	0