

<b>STUDY MODULE DESCRIPTION FORM</b>		
Name of the module/subject <b>Marketing of Transportation and Logistics Services</b>		Code <b>1010612331010610633</b>
Field of study <b>Transport</b>	Profile of study (general academic, practical) <b>general academic</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>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>2 100%</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 and logistics, building an effective marketing strategy and its implementation in transport and logistics companies.		
<b>Study outcomes and reference to the educational results for a field of study</b>		
<b>Knowledge:</b>		
1. The student has a knowledge about development trends and the most important new achievements of means of transport and other selected related scientific disciplines. - [T2A_W04]		
2. The student has an advanced and detailed knowledge of the processes occurring in the life cycle of transport systems. - [T2A_W05]		
<b>Skills:</b>		
1. The student can use information and communication techniques applied in the transport projects. - [T2A_U02]		
2. The student can interact in a group, taking on different roles. - [T2A_U15]		
<b>Social competencies:</b>		
1. The student understands that in transport, knowledge and skills quickly become obsolete. - [T2A_K01]		
2. The student is aware of the need to develop professional achievements and comply with the rules of professional ethics. - [T2A_K04]		
<b>Assessment methods of study outcomes</b>		
The exam (test), which includes the following aspects of marketing in transportation and logistics: basic concepts of marketing; marketing management; quality of transportation and logistics services; elements of strategic planning; design and development of marketing plans; market research; analysis of individual and institutional customers on the products? and services? market; purchase decisions; demand measurement and forecasting; designing marketing strategies.		

<b>Course description</b>		
<p>1. The concept and importance of marketing in the modern economy. Marketing - genesis, the concept and its importance. Marketing as a tool for entrepreneurs.</p> <p>2. Marketing management. The concept of the product (including transport and logistics services), production, sales and marketing. Demand.</p> <p>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.</p> <p>4. Basics of market-oriented strategic planning. Structure of enterprises, elements of strategic planning, the concept of strategic business units.</p> <p>5. Creation of marketing programs ? marketing mix. Marketing management process, strategies design and marketing plans development. Marketing plan creation for a transport / logistics company.</p> <p>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).</p> <p>7. Analysis of customers in the consumer goods market. Model of buyer behavior. Key factors affecting buyer behavior, including customers of transport/ logistics services.</p> <p>8. Purchasing decisions. The process of making purchase decisions, its basic steps.</p> <p>9. Analysis of customers in the industrial goods market.</p> <p>10. Measuring and forecasting demand. Market segments identification, target markets selection.</p> <p>11. Estimating future demand. Buyers intentions research, experts opinions, quantity analysis of demand.</p> <p>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.</p> <p>13. Services management. Characteristics of services - the context of marketing, marketing strategies for service companies (including transport/ logistics companies).</p>		
<b>Basic bibliography:</b>		
<p>1. Kotler P.: Marketing Management: Analysis, Planning, Implementation, and Control. Prentice Hall, Upper Saddle River, 1994.</p> <p>2. Christopher M., Peck H.: Marketing Logistics Butterworth-Heinemann, Oxford, 2003.</p> <p>3. Rucińska D., Ruciński A., Wyszomirski O.: Zarządzanie marketingowe na rynku usług transportowych. Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk, 2005 (in Polish).</p> <p>4. Sawicka H.: Marketing usług transportowych i logistycznych. Materiały wykładowe, Politechnika Poznańska (in Polish).</p> <p>5. Marketing i Rynek, Polskie Wydawnictwo Ekonomiczne (in Polish).</p> <p>6. The Marketing Review; Westburn Publishers.</p> <p>7. www.marketingpower.com</p>		
<b>Additional bibliography:</b>		
<p>1. Attkorn J. (red.): Podstawy marketingu, Instytut Marketingu, Kraków, 1993 (in Polish).</p> <p>2. Dyczkowska J.: Marketing usług logistycznych. Difin, Warszawa, 2014 (in Polish).</p>		
<b>Result of average student's workload</b>		
Activity	Time (working hours)	
1. Preparation for classes: lectures	1	
2. Preparation for classes: classes	1	
3. Participation in the classes according to the plan: lectures	30	
4. Participation in the classes according to the plan: classes	15	
5. Strengthening the content of classes / reports: lectures	1	
6. Strengthening the content of classes / reports: classes	1	
7. Consultations: lectures	1	
8. Consultations: classes	1	
9. Preparation for the exam / pass: lectures	3	
10. Preparation for the exam / pass: classes	0	
11. Participation in the exam / pass: lectures	1	
12. Participation in the exam / pass: classes	0	
<b>Student's workload</b>		
Source of workload	hours	ECTS
Total workload	50	2

Contact hours	45	2
Practical activities	30	1