



## COURSE DESCRIPTION CARD - SYLLABUS

Course name

Marketing in Transport

### Course

Field of study

Transport

Area of study (specialization)

-

Level of study

First-cycle studies

Form of study

part-time

Year/Semester

1/1

Profile of study

general academic

Course offered in

Polish

Requirements

compulsory

### Number of hours

Lecture

9

Laboratory classes

0

Other (e.g. online)

0

Tutorials

0

Projects/seminars

0

### Number of credit points

1

### Lecturers

Responsible for the course/lecturer:

Hanna Sawicka, PhD (Eng.)

Responsible for the course/lecturer:

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Faculty of Civil and Transport Engineering

3 Piotrowo street, 60-965 Poznan

### Prerequisites

Knowledge: the student has a basic knowledge of transport, its role in the economy and society.

Skills: the student is able to interpret phenomena occurring in organizations, formulate opinions, draw conclusions.

Social competencies: the student is able to work in a group, shows independence in solving problems, acquiring and improving the acquired knowledge.

### Course objective

To familiarize students with the concepts of marketing in transport and logistics, building an effective marketing strategy and its implementation in transport and logistics companies.



### Course-related learning outcomes

#### Knowledge

The student has knowledge of important directions of development and the most important technical achievements and other related scientific disciplines, in particular transport engineering.

The student has a basic knowledge of managing and running a business and knows the general rules of creating and developing forms of individual entrepreneurship.

#### Skills

The student is able to properly plan and conduct perform experiments, including measurements and computer simulations, interpret the obtained results, and correctly draw conclusions.

The student is able to see 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.

#### Social competences

The student is able to think and act in an entrepreneurial manner, including finding commercial applications for the created system, bearing in mind not only the business benefits, but also the social benefits of the conducted activity.

### Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Activity at lectures, including participation in discussions and ongoing preparation for lectures. A final test to verify the learning outcomes.

### Programme content

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 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).
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.
6. Marketing research. Analysis of the basic components of marketing research - interview, research, marketing decisions' support system.



## Teaching methods

Problem lecture with a multimedia presentation.

## Bibliography

### Basic

1. Kotler P.: Marketing Management: Analysis, Planning, Implementation and Control. Prentice-Hall, Upper Saddle River, 1997.
2. Rucińska D., Ruciński A., Wyszomirski O.: Zarządzanie marketingowe na rynku usług transportowych. Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk, 2005 (in Polish).
3. Sawicka H.: Marketing in transport. Materiały wykładowe, Politechnika Poznańska (in Polish).

### Additional

1. Christopher M., H. Peck H.: Logistyka marketingowa, PWE, Warszawa, 2005.
2. The Marketing Review; Westburn Publishers
3. [www.marketingpower.com](http://www.marketingpower.com)

## Breakdown of average student's workload

	Hours	ECTS
Total workload	24	1,0
Classes requiring direct contact with the teacher	9	0,5
Student's own work (literature studies, preparation for lectures, preparation for a final test) <sup>1</sup>	15	0,5

<sup>1</sup> delete or add other activities as appropriate