



## COURSE DESCRIPTION CARD - SYLLABUS

Course name

Marketing of Transportation and Logistics Services

### Course

Field of study

Year/Semester

Transport

2/3

Area of study (specialization)

Profile of study

Logistics of Transport

general academic

Level of study

Course offered in

Second-cycle studies

Polish

Form of study

Requirements

full-time

elective

### Number of hours

Lecture

Laboratory classes

Other (e.g. online)

30

0

0

Tutorials

Projects/seminars

15

0

### Number of credit points

3

### Lecturers

Responsible for the course/lecturer:

Responsible for the course/lecturer:

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### 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 development trends and the most important new achievements of means of transport and other selected related scientific disciplines.

The student has an advanced and a detailed knowledge of the processes occurring in the life cycle of transport systems.

The student has a basic knowledge of managing / running a business and an individual entrepreneurship.

#### Skills

The student is able to use information and communication techniques used in the implementation of projects in the field of transport.

The student is able - when formulating and solving engineering tasks - to integrate knowledge from various transport areas (and if necessary also knowledge from other scientific disciplines) and apply a system approach, also taking into account non-technical aspects.

The student can interact in a team, taking on different roles.

#### Social competences

The student understands that in the field of transport engineering, knowledge and skills quickly become obsolete.

The student is aware of the need to develop professional achievements and to comply with the rules of professional ethics.

The student understands the importance of popularizing activities regarding the latest achievements in the field of transport engineering.

### Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Activity at lectures and tutorials, including participation in discussions and ongoing preparation for classes. Doing assignments individually and in groups. An exam 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 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 (tutorials).
4. Basics of market-oriented strategic planning. Structure of enterprises, elements of strategic planning, the concept of strategic business units. Creating strategic business units (tutorials).
5. Creation of marketing programs - marketing mix. Marketing management process, strategies design and marketing plans development. Marketing plan creation for a transport / logistics company (tutorials).
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) - tutorials.
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 purchase decision making process, 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 (tutorials).
13. Services management. Characteristics of services - the context of marketing, marketing strategies for service companies (including transport/ logistics companies). Managerial game.

### Teaching methods

1. Problem lecture with a multimedia presentation.
2. Case study.
3. Didactic game.
4. Exercises - solving problems.

### 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 usług transportowych i logistycznych. 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	85	3,0
Classes requiring direct contact with the teacher	45	1,5
Student's own work (literature studies, preparation for laboratory classes/tutorials, preparation for tests/exam, project preparation) <sup>1</sup>	40	1,5

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