



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Marketing

Course

Field of study

Aerospace Engineering

Area of study (specialization)

-

Level of study

Second-cycle studies

Form of study

full-time

Year/Semester

1/2

Profile of study

practical

Course offered in

polish

Requirements

compulsory

Number of hours

Lecture

30

Laboratory classes

0

Other (e.g. online)

0

Tutorials

0

Projects/seminars

0

Number of credit points

2

Lecturers

Responsible for the course/lecturer:

mgr inż. Joanna Ziomek

Responsible for the course/lecturer:

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Instytut Inżynierii Bezpieczeństwa i Jakości

Wydział Inżynierii Zarządzania

Prerequisites

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

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

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

Course objective

Getting to know 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

1. has extended knowledge necessary to understand the profile subjects and specialist knowledge about the construction, methods of construction, production, operation, air traffic management, safety systems, impact on the economy, society and the environment in the field of aviation and cosmonautics [K2A_W01]
2. has detailed and structured knowledge in the field of using air technical facilities for the transport of passengers, goods, dangerous goods, as well as in the management of air operations and airports [K2A_W16]
3. has basic knowledge necessary to understand social, economic, legal and other non-technical determinants of engineering activity [K2A_W17]
4. knows the general principles of creating and developing forms of individual entrepreneurship, also taking into account time management, as well as the skills of proper self-presentation, using knowledge in the field of science and scientific disciplines relevant to aviation and cosmonautics [K2A_W24]

Skills

1. is able to communicate using various techniques in the professional environment and other environments using the formal notation of construction, technical drawing, concepts and definitions of the scope of the study field [K2A_U02]
2. has the ability to self-educate with the use of modern teaching tools, such as remote lectures, websites and databases, teaching programs, e-books [K2A_U03]
3. can obtain information from literature, the Internet, databases and other sources. Can integrate the obtained information, interpret and draw conclusions from it, and create and justify opinions [K2A_U04]
4. is able to prepare and present a short verbal and multimedia presentation devoted to the results of an engineering task [K2A_U07]
5. is able to assess material and environmental costs as well as labor costs for the implementation of aviation modules and on-board devices [K2A_U09]
6. is able to organize and substantively manage the process of designing and operating an on-board device, machine or technical flying object from the group covered by the selected specialty [K2A_U10]

Social competences

1. understands the need for lifelong learning; can inspire and organize the learning process of other people [K2A_K01]
2. Is ready to critically evaluate the knowledge and content received, recognize the importance of knowledge in solving cognitive and practical problems, and consult experts in case of difficulties in solving the problem on its own [K2A_K02]
3. is able to interact and work in a group, assuming various roles in it [K2A_K04]



4. is able to properly define priorities for the implementation of a task set by himself or others
[K2A_K05]

5. can think and act in an entrepreneurial manner [K2A_K07]

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Exam (test) of having knowledge of: basic marketing concepts; marketing management; product quality, transport and logistics services; elements of strategic planning; design and development of marketing plans; conducting market research; analysis of clients in the market of consumer and industrial goods and services; purchasing decisions; demand measurement and forecasting; designing marketing strategies.

Programme content

1. The concept and meaning of marketing in the modern economy. Marketing - genesis, concept and its meaning. Marketing as a tool for entrepreneurs.
2. Marketing management. Product concept (including transport and logistics services), production, sales and marketing, demand.
3. Quality of products and services. Customer service and building customer satisfaction. Value added of products and services (including transport and logistics). Analysis and case study.
4. Basics of market-oriented strategic planning. Structure of enterprises, elements of strategic planning, concept of strategic business units.
5. Creating marketing programs - marketing mix. The process of marketing management, developing strategies and marketing plans. Development of a marketing plan for a transport and logistics company.
6. Marketing research. Analysis of the basic elements of marketing research - interview, research, marketing decision support system. Preparation of a marketing research plan, designing a survey for selected companies (passenger transport).
7. Customer analysis on the consumer goods market. Buyer behavior model. Key factors influencing the behavior of buyers, including customers of transport / logistics services.
8. Purchasing decisions. The process of making purchasing decisions, its basic steps.
9. Customer analysis on the industrial goods market.
10. Measurement and forecasting of demand. Identification of market segments, selection of target markets.
11. Estimation of the future demand. Buyer intent research, expert opinions, quantitative demand analysis.



12. Designing marketing strategies. Product life cycle, strategy of various "players" on the market (including transport / logistics market): leaders, observers, contenders. Case study analysis.

13. Service management. Characteristics of services - the context of marketing, marketing strategies for service companies (including transport and logistics companies).

Teaching methods

Informative (conventional) lecture (transfer of information in a systematic way) - can be (propedeutical) or monographic (specialist)

Bibliography

Basic

1. Kotler P.: Marketing. Analiza, planowanie, wdrażanie i kontrola. Felberg, Warszawa, 1999.
2. Christopher M., H. Peck H.: Logistyka marketingowa, PWE, Warszawa, 2005.
3. Rucińska D., Ruciński A., Wyszomirski O.: Zarządzanie marketingowe na rynku usług transportowych. Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk, 2005.
4. Sawicka H.: Marketing usług transportowych i logistycznych. Materiały wykładowe, Politechnika Poznańska
5. Marketing i Rynek, Polskie Wydawnictwo Ekonomiczne
6. The Marketing Review; Westburn Publishers 7. www.marketingpower.com

Additional

1. Atlkorn J. (red.): Podstawy marketingu, Instytut Marketingu, Kraków, 1993.
2. Dyczkowska J.: Marketing usług logistycznych. Difin, Warszawa, 2014

Breakdown of average student's workload

	Hours	ECTS
Total workload	60	2,0
Classes requiring direct contact with the teacher	40	1,0
Student's own work (literature studies, preparation for test) ¹	20	1,0

¹ delete or add other activities as appropriate