



## COURSE DESCRIPTION CARD - SYLLABUS

Course name

Marketing of Transportation and Logistics Services [S2Trans1-LogTr>MUTiL]

### Course

Field of study

Transport

Year/Semester

2/3

Area of study (specialization)

Logistics of Transport

Profile of study

general academic

Level of study

second-cycle

Course offered in

Polish

Form of study

full-time

Requirements

compulsory

### Number of hours

Lecture

15

Laboratory classes

0

Other (e.g. online)

0

Tutorials

15

Projects/seminars

0

### Number of credit points

2,00

### Coordinators

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### Lecturers

### 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:

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 or 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. Services management. Characteristics of services - the context of marketing, marketing strategies for service companies (including transport/ logistics companies).

### Course topics

none

### Teaching methods

1. Problem lecture with a multimedia presentation.
2. Case study.
3. Tutorials - solving problems.

### Bibliography

Basic

1. P. Kotler, K.L. Keller, Marketing, Rebis, Poznań 2022
2. P. Kotler, H. Kartajaya, I. Setiawan, Marketing 5.0, MT Biznes, Warszawa 2021
3. P. Kotler, H. Kartajaya, I. Setiawan, Marketing 6.0, MT Biznes, Warszawa 2023

4. G. Rosa, M. Jedliński, U. Chraćhol-Barczyk, Marketing usług logistycznych, C.H. Beck, Warszawa 2017
5. K. Tyc-Szmił, Marketing of Transportation and Logistics Services. Lecture materials, Poznań University of Technology (in Polish).

Additional

1. J. Dyczkowska, Marketing usług logistycznych, Difin, Warszawa 2014
2. D. Rucińska, A. Ruciński, O. Wyszomirski, Zarządzanie marketingowe na rynku usług transportowych, Wydawnictwo Uniwersytetu Gdańskiego, Gdańsk 2005
3. [www.marketingpower.com](http://www.marketingpower.com)
4. Marketing i Rynek, Polskie Wydawnictwo Ekonomiczne

### Breakdown of average student's workload

	Hours	ECTS
Total workload	40	2,00
Classes requiring direct contact with the teacher	30	1,50
Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation)	10	0,50