



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Marketing of logistic services [S2Log2E>MUL]

Course

Field of study

Logistics

Year/Semester

1/1

Area of study (specialization)

Logistics Systems

Profile of study

general academic

Level of study

second-cycle

Course offered in

English

Form of study

full-time

Requirements

compulsory

Number of hours

Lecture

15

Laboratory classes

0

Other

0

Tutorials

15

Projects/seminars

15

Number of credit points

4,00

Coordinators

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Lecturers

Prerequisites

The student has basic knowledge about the place and importance of marketing in the science system, in the economy and in the enterprise; knows the basic terminology and scope of marketing; knows and understands basic marketing activities, methods and instruments; has basic knowledge of market aspects of marketing.

Course objective

Acquisition of knowledge, skills and competencies related to concepts, regularities and problem solution methods of marketing in logistic services (MLS).

Course-related learning outcomes

Knowledge:

1. Student knows dependencies in the area of marketing and their relations with logistics [P7S_WG_01]
2. Student knows extended issues in the life cycle of socio-technical systems (logistic systems) and the life cycle of industrial products [P7S_WG_06]
3. Student knows detailed methods, tools and techniques characteristic for marketing of logistics services [P7S_WK_01]

4. Student knows determinants of the functioning of companies as participants in logistics processes and their operation strategies [P7S_WK_02]

Skills:

1. Student collects on the basis of the literature of the subject and other sources (in Polish and English) and in an orderly manner, provide information on the problem within the framework of logistics and its specific issues and supply chain management [P7S_UW_01]
2. Student makes a critical analysis of technical solutions used in the analyzed logistics system (in particular with regard to devices, objects and processes)[P7S_UW_04]
3. Student designs, using appropriately selected means, an experiment, a process of analysis or a scientific study solving a problem within the framework of logistics and its specific issues as well as supply chain management [P7S_UK_01]
4. Student identifies changes in requirements, standards, regulations, technical progress and the reality of the labor market, and on their basis determine the need to supplement own and other knowledge [P7S_UU_01]

Social competences:

1. Student recognizes causal relationships in achieving the set goals and grading the significance of alternative or competitive tasks [P7S_KK_01]
2. Student is planning and managing in a creative way business ventures [P7S_KO_01]
3. Student is responsible for own work and readiness to comply with the rules of working in a team and taking responsibility for the tasks carried out jointly [P7S_KR_01]

Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

Lecture: Formative assessment: during the lectures short discussions are conducted to check the effectiveness of the learning process and to allow the students to see the scope of knowledge they were able to acquire during the class; based on that discussions students prepared working in teams the partial tasks. Formative mark it is the average of the partial tasks. Minimum score to receive formative assessment credit is 51% of points. Summary assessment: the level of obtaining relevant knowledge is summarized in the colloquium. The colloquium might have one of the following forms, i.e., oral answer, written answer, written test, or on-line answer or test. Minimum score to receive lecture credit is 51% of points.

Tutorial: Formative assessment: skills acquired during seminars are verified both based on partial tasks carried out by students in teams. The formative mark is based on the student's presentation of the tasks results and based on the colloquium schedules in the second part of the semester. The colloquium might have one of the following forms, i.e., oral answer, written answer, written test, or on-line answer or test. Minimum score to receive formative assessment credit is 51% of points. Summary assessment: the final mark it is the average of two partial marks obtained by students during the semester; each of the partial mark must be higher than 50% of points.

Project: Formative assessment: the competencies acquired during the project are verified based on the partial presentations of the results of the progress in the project stages completion. Summary assessment: the project submission and its defence. Minimum score to receive project credit is 51% of points.

Programme content

The programme includes issues related to marketing management of companies operating in the logistics services market. The programme includes elements leading to the recognition of the essence of selected concepts supporting the marketing management of logistics services, basic principles of selection and application of specific marketing methods and tools.

Course topics

Lecture: Definitions and classifications of logistic services (LS). Outsourcing of LS. Description and marketing analysis of selected LS (transportation, freight forwarding, warehousing, distribution centres, logistic centres, courier services). International logistics services. The buying process. LS markets. Market segmentation, differentiation and positioning of LS. Marketing management of LS. Competitiveness strategy in LS. Traditional and relationship marketing in LS. Marketing mix of LS (5P, 7P). Internal and

interactive marketing in LS. Product strategies - LS. Product life-cycle - LS. New product design - LS. Distribution of LS. Promotion of LS. Customer service (pretransaction, transaction and posttransaction) in LS. Logistics and marketing standards of customer service. Quality of LS. New trends in MLS. Tutorial: Market strategies of LS companies. Market analysis and marketing research of LS. Market segmentation. Diversification and positioning of the LS. Marketing mix of LS: a. new service development, b. price calculations, c. distribution and promotion. Project: Analysis and design of the marketing strategies, i.e.,: product strategies (LS process), price, distribution, promotion and customer service (including the marketing standards of customer service), internal marketing, quality development in selected LS company.

Teaching methods

Lecture: Information and problem lectures (supported by multimedia presentations), solving case studies, auditorium exercises, design of marketing strategies and marketing programs for logistics service providers.

Tutorial: problem solving methods and active training (case studies, business stories), solving the given tasks - practical exercises.

Project: problem solving methods (project of the marketing strategies and marketing programs).

Bibliography

Basic:

1. Essentials of marketing : theory and practice for a marketing career / David M. Brown, Alexander Thompson. 2023.
2. Rosy G., Jedliński M., Chrachol-Barczyk U. (red.), Marketing usług logistycznych, Wydawnictwo C.H. Beck, Warszawa, 2017.
3. Marketing 5.0 : technologie next tech / Philip Kotler, Hermawan Kartajaya, Iwan Setiawan, Kotler, Philip, 2021.

Additional:

1. Artificial intelligence for marketing management / edited by Park Thaichon and Sara Quach, 2023.
2. Payne, A., & Holt, S., Diagnosing customer value: integrating the value process and relationship marketing. British Journal of management, 12(2), 159-182., 2001.
3. Kijewska J., Mantura W., Istota komunikacji marketingowej i promocji oraz koncepcja klasyfikacji form komunikacji marketingowej przedsiębiorstwa, Handel wewnętrzny, nr 6, rocznik 63, 2017, s. 132-141.
4. Bręgiel E., Wicenta K., Majchrzak J., Marketingowe ujęcie działalności e-commerce na rynku usług logistycznych, Zeszyty Naukowe Politechniki Poznańskiej, Organizacja i Zarządzanie, nr 82, 2020, s. 21-34.
5. Majchrzak J., Goliński M., Mantura W., The concept of the quality and grey system theory application in marketing information quality cognition and assessment, Cent Eur J Oper Res., 2019.

Breakdown of average student's workload

	Hours	ECTS
Total workload	100	4,00
Classes requiring direct contact with the teacher	45	2,00
Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation)	55	2,00