



## COURSE DESCRIPTION CARD - SYLLABUS

Course name

Marketing [S2LiK1>MARKET]

### Course

Field of study

Aerospace Engineering

Year/Semester

1/2

Area of study (specialization)

Civil Aviation

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

0

Tutorials

15

Projects/seminars

15

### Number of credit points

3,00

### Coordinators

mgr inż. Joanna Ziomek

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### Lecturers

### 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 basic knowledge of aviation organizations and applicable Polish and European aviation law
2. has detailed knowledge related to selected issues in the field of ground handling of aircraft and propulsion systems, taking into account logistics aspects
3. has basic knowledge necessary to understand social, economic, legal and other non-technical determinants of engineering activity

### Skills:

1. has the ability to self-study with the use of modern teaching tools, such as remote lectures, websites and databases, teaching programs, e-books
2. Can obtain information from literature, the Internet, databases and other sources. Can integrate the obtained information, interpret and draw conclusions from it, as well as create and justify opinions
3. Can prepare and present a short verbal and multimedia presentation on the results of an engineering task

### Social competences:

1. is able to properly define the priorities for the implementation of the task set by himself or others
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 the event of difficulties with solving the problem on its own
3. Can think and act in an entrepreneurial manner

### Methods for verifying learning outcomes and assessment criteria

Learning outcomes presented above are verified as follows:

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).

### Course topics

none

### Teaching methods

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

or monographic (specialist)

Project method (individual or team implementation of a large, multi-stage cognitive or practical task, which results in the creation of a work)

## 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](http://www.marketingpower.com)

### Additional

1. Attkorn 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	80	3,00
Classes requiring direct contact with the teacher	50	2,00
Student's own work (literature studies, preparation for laboratory classes/ tutorials, preparation for tests/exam, project preparation)	30	1,00