



## Subject card

Subject name and code	Marketing in Waterways Transport, PG_00045222						
Field of study	Transport and Logistics, Transport and Logistics						
Date of commencement of studies	October 2020	Academic year of realisation of subject				2021/2022	
Education level	first-cycle studies	Subject group					
Mode of study	Full-time studies	Mode of delivery				at the university	
Year of study	2	Language of instruction				Polish	
Semester of study	4	ECTS credits				2.0	
Learning profile	general academic profile	Assessment form				assessment	
Conducting unit	Institute of Ocean Engineering and Ship Technology -> Faculty of Mechanical Engineering and Ship Technology						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Anna Dembicka				
	Teachers		dr Anna Dembicka				
Lesson types and methods of instruction	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	E-learning hours included: 0.0						
Marketing w transporcie wodnym W, TiL Zarządzanie logistyczne w transporcie, sem. 04, letni 21/22 (O: 10290) - Moodle ID: 21917 <a href="https://enauzanie.pg.edu.pl/moodle/course/view.php?id=21917">https://enauzanie.pg.edu.pl/moodle/course/view.php?id=21917</a>							
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan	Participation in consultation hours		Self-study		SUM
	Number of study hours	30	1.5		18.5		50
Subject objectives	The aim of the course is to get to know and understand the mechanisms of marketing activities of enterprises from the water transport sector. The introduction to detailed analyzes will be to introduce the economic aspects of water transport (sea and inland), the principles of sustainable transport and social marketing.						
Learning outcomes	Course outcome		Subject outcome			Method of verification	
	[K6_W07] has a general knowledge on humanities, social and economical sciences. Knows the rules of creating the forms of personal entrepreneurship and economic activity, has knowledge on the protection of intellectual property rights and industrial property rights and copyrights		The student has knowledge of the humanities and socio-economic sciences. He has learned the principles of the formation and functioning of individual entrepreneurship, has knowledge of the protection of industrial and intellectual property as well as of copyrights.			[SW2] Assessment of knowledge contained in presentation [SW3] Assessment of knowledge contained in written work and projects [SW1] Assessment of factual knowledge	
	[K6_U07] applies knowledge on humanities, social and economical science in solving problems		Taking into account the knowledge of the humanities, social and economic sciences, the student is able to solve specific problems			[SU5] Assessment of ability to present the results of task [SU3] Assessment of ability to use knowledge gained from the subject [SU4] Assessment of ability to use methods and tools	
	[K6_W08] has knowledge regarding the principles of sustainable development		The student has knowledge of the principles of sustainable development.			[SW3] Assessment of knowledge contained in written work and projects [SW1] Assessment of factual knowledge [SW2] Assessment of knowledge contained in presentation	

Subject contents	<p>Contemporary transport policy - concepts of sustainable transport development and problems of transport policy (European) in selected modes of transport. Innovations in water transport - improvements and new solutions increasing economic, financial and technological effectiveness and reducing the degradative impact on the environment. The mechanism of marketing functioning. Marketing tools (4P, 4C, 7P, Marketing 3.0, Marketing 4.0) and determinants of marketing functioning. Product management, offer distribution, promotion, pricing, service development management and service quality - criteria. Offer brand concept (brand identity, brand image, brand personality). The concept of the target market, customer segmentation and marketing research, positioning. Marketing management (marketing strategies, planning and organizing marketing activities, budgeting). Contemporary consumer (customer value and customer value, customer satisfaction and loyalty). The areas of purchasing expectations (psychological, economic and marketing, socio-cultural). Promotion instruments, persuasion, Internet. Marketing indicators. Value Marketing and Experience Marketing. Social Marketing.</p>		
Prerequisites and co-requisites	Knowledge in the area of economics and management.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	presentation of the developed topic, "solution" of the indicated descriptive tasks	60.0%	30.0%
	final test	60.0%	70.0%
Recommended reading	Basic literature	<p>Contemporary transport policy, scientific editor, W. Rydzkowski, PWE, Warsaw 2017. Innovations in transport, scientific editor, K. Wojewódzka-Król, PWN, Warsaw 2021. Kotler P., Caslione J. A., Chaos. Management and marketing in the era of turbulence, MT Biznes, Warsaw 2009. Armstrong G., Kotler P. Marketing. Introduction, Wolters Kluwer Polska, Warsaw 2012. Marketing of the future. From traditional to modern approach, scientific editors, G. Rosa, J. Perenc, I. Ostrowska, C.H. Beck, Warsaw 2016. H. Howaniec, Social involvement of enterprises as an element of value marketing, CeDeWu, Warsaw 2019.</p>	
	Supplementary literature	<p>K. Wojciechowska, Customer Experience Management. A lot of positive experiences on your client's path, Helion, Gliwice 2020. A. Mazurkiewicz-Pizlo, W. Pizlo, Marketing. Economic knowledge and market activity, PWN, Warsaw 2017. P. Kotler, H. Kartajaya, I. Setiawan, Marketing 4.0, MT Biznes, Warsaw 2017. M. Grigsby, Marketing analytics. How to effectively use statistics, analyzes, models and big data in marketing, PWN, Warsaw 2019. Marketing in the age of digital technologies. Modern concepts and challenges, scientific ed., B. Gregor, D. Kaczorowska-Spychalska, PWN, Warsaw 2018.</p>	
	eResources addresses		
Example issues/ example questions/ tasks being completed	inland water transport in the light of the idea of sustainable development, innovation in maritime transport, transformations in the marketing of the transport service mix, economic and organizational aspects of car, rail, sea, inland water and air transport		
Work placement	Not applicable		