



## Subject card

Subject name and code	Marketing and logistics management in transport, PG_00056197						
Field of study	Transport and Logistics						
Date of commencement of studies	October 2022		Academic year of realisation of subject		2023/2024		
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 Naval Architecture -> 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						
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		5.0		15.0	50
Subject objectives	The aim of the course is to learn and understand the mechanisms of marketing activities and logistic management of transport companies. The introduction to detailed analyzes will be to introduce the economic aspects of transport, the principles of sustainable transport and sustainable marketing						
Learning outcomes	Course outcome		Subject outcome		Method of verification		
	[K6_U07] applies knowledge on humanities, social and economical science in solving problems		Taking into account the knowledge in the field of humanities, social and economic sciences, the student is able to solve specific problems.		[SU3] Assessment of ability to use knowledge gained from the subject [SU4] Assessment of ability to use methods and tools [SU5] Assessment of ability to present the results of task		
	[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 and copyright.		[SW1] Assessment of factual knowledge [SW2] Assessment of knowledge contained in presentation [SW3] Assessment of knowledge contained in written work and projects		
	[K6_W08] has knowledge regarding the principles of sustainable development		The student has knowledge of the principles of sustainable development		[SW1] Assessment of factual knowledge [SW2] Assessment of knowledge contained in presentation [SW3] Assessment of knowledge contained in written work and projects		

Subject contents	Contemporary transport policy - concepts of sustainable transport development and problems of (European) transport policy in selected modes of transport. Innovations in transport - improvements and new solutions increasing economic, financial and technological effectiveness and reducing the degradative impact on the environment. Sustainable development, Logistics 4.0. Contemporary challenges in logistics, Marketing management and logistic management The mechanism of marketing functioning. Integration of marketing and logistics (marketing mix and logistics mix - transport, warehousing, inventory, packaging, order fulfillment, customer service). Marketing and logistics processes in creating value for the customer 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). Areas of purchasing expectations (psychological, economic and marketing, socio-cultural). Promotion instruments, persuasion, Internet Marketing indicators Value Marketing and experience marketing. social Marketing, sustainable marketing		
Prerequisites and co-requisites	not applicable		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
		60.0%	70.0%
		60.0%	30.0%
Recommended reading	Basic literature	<p>Griffin R. Podstawy zarządzania organizacjami Wydawnictwo naukowe PWN, Warszawa 2004.</p> <p>Współczesna polityka transportowa, red. nauk., W. Rydzkowski, PWE, Warszawa 2017.</p> <p>Innowacje w transporcie, red. nauk., K. Wojewódzka-Król, PWN, Warszawa 2021.</p> <p>P. Kotler, H. Kartajaya, I. Setiawan, Marketing 4.0, MT Biznes, Warszawa 2017.</p> <p>Kotler P, Caslione J. A., Chaos. Zarządzanie i marketing w erze turbulencji, MT Biznes, Warszawa 2009.</p> <p>R. Matwiejczuk, Zarządzanie marketingowo-logistyczne. Wartość i efektywność, Wydawnictwo C. H. Beck, Warszawa 2005.</p> <p>S. Kauf, M. Kramarz, A. Sadowski, Zarządzanie marketingowo-logistyczne. Kontekst zrównoważonego rozwoju, PWN, Warszawa 2019.</p> <p>Zarządzanie logistyczne, red. nauk. K. Kolasinska-Morawska, Łódź 2010.</p> <p>Blaik P., Logistyka. Koncepcja zintegrowanego zarządzania, PWE, Warszawa 2010.</p>	
	Supplementary literature	<p><a href="https://www.logistics-manager.pl/">https://www.logistics-manager.pl/</a></p> <p><a href="https://www.gov.pl/web/infrastruktura">https://www.gov.pl/web/infrastruktura</a></p> <p><a href="https://www.gov.pl/web/gospodarkamorska">https://www.gov.pl/web/gospodarkamorska</a></p> <p><a href="https://www.portgdansk.pl/">https://www.portgdansk.pl/</a></p>	
	eResources addresses	<p>Adresy na platformie eNauczanie:</p> <p>Zarządzanie marketingowo-logistyczne w transporcie (PG_00056197), W, Specjalność: Zarządzanie logistyczne w transporcie sem. letni 2023/24 - Moodle ID: 36458</p> <p><a href="https://enauzanie.pg.edu.pl/moodle/course/view.php?id=36458">https://enauzanie.pg.edu.pl/moodle/course/view.php?id=36458</a></p>	

Example issues/ example questions/ tasks being completed	transport policy, logistics management, marketing and logistics management, sustainable development, logistics 4.0., integration of marketing and logistics, marketing and logistics processes in creating value for the customer, risk and its types in projects and logistics processes, sustainable development, sustainable marketing, challenges logistics
Work placement	Not applicable

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