

| <b>STUDY MODULE DESCRIPTION FORM</b>  |  |  |
|---|--|--|
| Name of the module/subject<br><b>(-)</b>  |  | Code<br><b>1011102331011145023</b>   |
| Field of study<br><b>Engineering Management - Full-time studies -</b>   | Profile of study<br>(general academic, practical)<br><b>(brak)</b> | Year /Semester<br><b>2 / 3</b>   |
| Elective path/specialty<br><b>Marketing and Company Resources</b>   | Subject offered in:<br><b>Polish</b>                               | Course (compulsory, elective)<br><b>elective</b>   |
| Cycle of study:<br><b>Second-cycle studies</b>  | Form of study (full-time, part-time)<br><b>full-time</b>           |  |
| No. of hours<br>Lecture: <b>15</b> Classes: <b>-</b> Laboratory: <b>-</b> Project/seminars: <b>15</b>   |  | No. of credits<br><b>2</b>   |
| Status of the course in the study program (Basic, major, other)<br><b>(brak)</b>  |  | (university-wide, from another field)<br><b>(brak)</b>   |
| Education areas and fields of science and art   |  | ECTS distribution (number and %)   |
| <b>Responsible for subject / lecturer:</b><br><br>dr inż. Mariusz Branowski<br>email: mariusz.branowski@put.poznan.pl<br>tel. 6653395<br>Faculty of Engineering Management<br>ul. Strzelecka 11 60-965 Poznań   |  |  |
| <b>Prerequisites in terms of knowledge, skills and social competencies:</b>   |  |  |
| 1   | <b>Knowledge</b>   | Basic knowledge of marketing and logistics in production enterprises: subject, scope, terminology. Basic knowledge of marketing and logistics strategies and programs, methods and tools in production enterprises   |
| 2   | <b>Skills</b>  | Ability to describe and analyse economic and social phenomena related to marketing and logistics. Ability to make decisions relating to marketing and logistics. Ability to analyse marketing and logistics problems relevant to enterprise management.  |
| 3   | <b>Social competencies</b>   | Awareness of marketing and logistics self education need. Awareness of marketing and logistics importance for maintenance and development of economic and social relationships. Preparation to active participation in organizations and groups (teams) realizing marketing and logistics activities. Awareness of ethical aspects of marketing and logistics. |
| <b>Assumptions and objectives of the course:</b><br>--Acquisition of knowledge, skills and competencies related to concepts, regularities and problem solution methods of distribution systems design and management (marketing channels and distribution logistics).   |  |  |
| <b>Study outcomes and reference to the educational results for a field of study</b>   |  |  |
| <b>Knowledge:</b>   |  |  |
| 1. Knowledge of distribution management importance for economy and enterprises - [K2A_W01]<br>2. Knowledge of distribution management scope and terminology - [K2A_W05]<br>3. Knowledge of distribution management methods and tools - [K2A_W08]<br>4. Knowledge of market aspects of the distribution management - [K2A_W09]   |  |  |
| <b>Skills:</b>  |  |  |
| 1. Ability to describe, analyse and forecast the economic, legal, cultural and social environment related to distribution management - [K2A_U01]<br>2. Ability to use distribution systems design and management methods and tools to solve the problems - [K2A_U02]<br>3. Ability to make decisions related to distribution management - [K2A_U04]<br>4. Ability to formulate and analyse distribution systems management problems influencing enterprise management - [K2A_U06]<br>5. Ability to propose the solution of distribution systems management problems - [K2A_U07] |  |  |
| <b>Social competencies:</b>   |  |  |

1. Awareness of distribution management self education need. - [K1A\_K01]
2. Awareness of distribution management importance for maintenance and development of economic and social relationships. - [K2A\_K03]
3. Preparation to active participation in organizations and groups (teams) realizing distribution management activities. - [K2A\_K05, K2A\_K06]

### Assessment methods of study outcomes

Primery wvaluation: active participation in lectures and classes (distribution channel design ans distribution logistics design)  
 Final evaluation: lectures: test; classes: evaluation of distribution channel design and distribution logistics design

### Course description

Distribution system, process and channel. Distribution management in enterprises. Channel and intermediaries functions. Flow of products, payments and informations. Promotion in distribution channels. Intensive, selective and exclusive distribution. Intermediaries classifications (in domesti and international marketing; consumer and industrial products). Wholeselling and retailing. Agents and distributors. Distribution channel design. Market analysis and distribution management. Distribution channel management. Managerial accounting in distribution. Cooperation and conflicts in distribution channels. Vertical and horizontal integration in distribution channels. Physical distribution management (management of distribution logistics).Product ordering, inventory management, transportation. Sales and distribution programmms.

#### Basic bibliography:

1. Stern L.W., El-Ansary A.I., Coughlan A.T. Kanały marketingowe PWN S.A. Warszawa 2002
2. K. Rutkowski Logistyka dystrybucji. Specyfika. Tendencje rozwojowe. Dobre Wyd. SGH Warszawa 2005
3. K. Rutkowski, Logistyka dystrybucji. Wyd. Difin Warszawa 2001
4. Z. Spyra Kanały dystrybucji. Kształtowanie relacji. Wyd. PWE Warszawa 2006
5. Pr. zb. pod red. W.Mantury Marketing przedsiębiorstw przemysłowych Wyd. Politechniki Poznańskiej Poznań 2002
6. Cyplik P., Fertsch M., Hadaś Ł. Zarządzanie dystrybucją. Metody i mierniki oceny. Wyd. Politechniki Poznańskiej Poznań 2011

#### Additional bibliography:

### Result of average student's workload

| Activity   | Time (working hours) |      |
|--|----------------------|------|
| 1. Lectures  | 15                   |      |
| 2. Classes (distribution channel design ans distribution logistics design) | 15                   |      |
| 3. Consultations   | 2                    |      |
| 4. Preparation to the test   | 9                    |      |
| 5. Preparation to classes  | 18                   |      |
| 6. Test  | 1                    |      |
| Student's workload   |                      |      |
| Source of workload   | hours                | ECTS |
| Total workload   | 60                   | 2    |
| Contact hours  | 40                   | 1    |
| Practical activities   | 20                   | 1    |