



COURSE DESCRIPTION CARD - SYLLABUS

Course name

Marketing of logistics services

Course

Field of study

Logistics

Area of study (specialization)

Corporate Logistics

Level of study

Second-cycle studies

Form of study

full-time

Year/Semester

1/1

Profile of study

general academic

Course offered in

polish

Requirements

compulsory

Number of hours

Lecture

15

Tutorials

15

Laboratory classes

Projects/seminars

15

Other (e.g. online)

Number of credit points

4

Lecturers

Responsible for the course/lecturer:

dr inż. Mariusz Branowski

email: mariusz.branowski@put.poznan.pl

tel. 602 747 242

Wydział Inżynierii Zarządzania

ul. Jacka Rychlewskiego 2

60-965 Poznań

Responsible for the course/lecturer:

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. dependencies in the given area and their relations with logistics [P7S_WG_01],
2. extended concepts for logistics and its detailed problems and supply chain management [P7S_WG_05],
3. extended issues in the life cycle of socio-technical systems (logistic systems) and the life cycle of industrial products, [P7S_WG_06],
4. detailed methods, tools and techniques characteristic for studied subject on the course of logistics, [P7S_WK_01],
5. determinants of the functioning of companies as participants in logistics processes and their operation strategies, [P7S_WK_02],
6. best practices within logistics and its specific issues [P7S_WK_04]

Skills

1. collect 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. communicate using appropriately selected resources in a professional environment and in other environments as part of logistics and its specific issues as well as supply chain management [P7S_UW_02],
3. make a critical analysis of technical solutions used in the analyzed logistics system (in particular with regard to devices, objects and processes) [P7S_UW_04],
4. design, using appropriate methods and techniques, the object, system or logistic process and the process associated with it including defining the path of its implementation and potential threats or limitations in analyzed domain [P7S_UW_05],
5. design, 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],



6. to prepare in Polish and English language at the B2 level of the European Language Description System a well documented elaboration of problems in the field of logistics [P7S_UK_02],

7. identify 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. recognize causal relationships in achieving the set goals and grading the significance of alternative or competitive tasks [P7S_KK_01],

2. planning and managing in a creative way business ventures [P7S_KO_01],

3. responsibility 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:

Knowledge acquired during the lecture is verified by a 60-minute colloquium carried out at the last lecture. Colloquium consists of questions (test and open), each question scored from 0 to 1. Passing threshold: 50% of points. Final issues on the basis of which questions are prepared will be sent to students by e-mail using the university e-mail system. Students receive sample tests (with correct answers) along the same route.

Knowledge acquired as part of exercises and projects is verified by: (1) a final test in the form of a selection test which also includes calculation tasks; it is possible to be exempted from this colloquium with a high formative assessment, (2) based on a project task relating to marketing strategies and programs.

Programme content

Lectures: Definitions and classifications of logistic services (LS). Outsourcing of LS. Services 3PL, 4PL. Description and marketing analysis of selected LS (transportation, freight forwarding, warehousing, distribution centres, logistic centres, courier services). Diagnosing the buying process of LS. LS markets (in Poland, EU and world markets). Market segmentation, differentiation and positioning of LS. Marketing management of LS. Customer relationship management in LS. Internal marketing in LS. Marketing mix of LS (4P, 5P, 7P). Product, price, promotion and distribution of LS. Process, people and physical evidence in LS. Customer service (pretransaction, transaction and posttransaction) in LS. Logistics and marketing standards of customer service. Quality of LS. New trends in MLS.

Exercises: Market strategies of LS companies. Market analysis and marketing research of LS. Marketing mix of LS: new service development, price calculations, process models, promotion.



Marketing design classes: Design of marketing strategy and marketing programmes in selected LS company. Design of internal marketing program. Design of customer service standards (marketing and logistic standards). Design of quality improvement programmes in LS.

Teaching methods

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

Bibliography

Basic

1. Hoffman K.D., Bateson J., Services Marketing: Concepts, Strategies, & Cases, South-Western, Cengage Learning, 2011.
2. Lovelock Ch., Wirtz J., Services marketing : people, technology, strategy, Prentice Hall, 2011.

Additional

1. Burnett J. Core concepts of marketing, Global Text Project, 2008.
2. Christopher M., Logistics and supply chain management : creating value-adding networks, Pearson Education Limited 2011.
3. Harrison A., van Hoek R., Logistics management and strategy : competing through the supply chain, Prentice Hall, 2008.
4. Rushton A., Oxley J., Croucher P., Handbook of logistics, Bell & Bain Ltd, Glasgow, 2000.
5. The Marketing Book, edited by Baker M.J., Butterworth-Heinemann, 2003.

Breakdown of average student's workload

	Hours	ECTS
Total workload	100	4,0
Classes requiring direct contact with the teacher	45 (15 L, 15Ex, 15P)	2,0
Student's own work (literature studies, preparation for classes/tutorials, preparation for tests, project preparation) ¹	55	2,0

¹ delete or add other activities as appropriate