

## COURSE GUIDE

<u>Course unit title</u>	<b>Marketing of Logistics Services</b>
<u>Field of study</u>	<b>Logistics</b>
<u>Form of study</u>	<b>Full time</b>
<u>Level of study</u>	<b>Secondo</b>
<u>Year</u>	<b>I</b>
<u>Semester</u>	<b>2</b>
<u>Responsible unit</u>	<b>Department of Marketing</b>
<u>Responsible person</u>	<b>Dr inż. Katarzyna Łazorko</b>
<u>Profile</u>	<b>General academic</b>
<u>Number of ECTS credits</u>	<b>4 ECTS</b>

### TEACHING METHODS – NUMBER OF HOURS PER SEMESTER

LECTURE	CLASSES	LABORATORY	PROJECT	SEMINAR
<b>15</b>	<b>30</b>	-	-	-

### COURSE PURPOSES

- P1. Provide students with basic knowledge on the theoretical aspects of marketing and logistics.  
P2. Moulding skills for practical and creative usage of marketing tools to prepare and conduct effective marketing performance in logistics services sectors.

### INITIAL REQUIREMENT FOR THE KNOWLEDGE, ABILITIES AND OTHER COMPETENCES

- Students have basic knowledge on functioning of businesses.  
Students have basic knowledge on philosophy of marketing.  
Students have basic knowledge about functioning of logistics markets.

### LEARNING OUTCOMES

- EU1-Student knows basic concepts of marketing and can interpret them for services sector.  
EU2- Student can indicate main tendencies that influence marketing in logistics nowadays.  
EU3- Student can characterise specification procurement processes in B2B sector.  
EU4-Student can create overall marketing strategy for a logistic enterprise.

### COURSE CONTENT

<b>Teaching method – LECTURE(15)</b>	<b>Number of hours</b>
L1 – Genesis and evolution of marketing. Modern concepts in marketing.	<b>1</b>
L2 – Marketing management in logistics. Marketing of services.	<b>1</b>
L3 – Marketing of logistics services in B2B and B2C sectors.	<b>1</b>
L4 – Internet, and social media and their usage in marketing of logistics services.	<b>1</b>
L5,6– Purchase process and procurement processes. Tendencies in behavior of nowadays consumers.	<b>2</b>
L7,8 – Market information system. Market research in logistics.	<b>2</b>
L9– Segmentation and Positioning in logistics.	<b>1</b>
L10 – Preparation and lounging of product in logistics.	<b>1</b>
L11 -The rules to create adequate price strategies in logistic services.	<b>1</b>
L11,12- Promotion tools in logistics. Merchandising.	<b>2</b>
L13,14– Analysis of environment – tools.	<b>2</b>
L15 – Recapitulation.	<b>1</b>
<b>Teaching method – CLASSES (30)</b>	<b>Number of hours</b>
C1. Introduction. Basic concepts of marketing.	<b>2</b>

C2. Marketing of Services. Main characteristics. Consequences. Marketing and logistics.	2
C3. B2B marketing vs B2C marketing. Specification of operating within B2B market. Modern trends in B2B marketing.	2
C4. Tendencies in logistics. The environment of logistic enterprises.	2
C5. Changing behaviour of modern customers. Buying centres identification. Procurement procedures.	2
C6. How modern media influence sector of logistics services. Influence on customers, expectations, relations, selling techniques, brand communities.	2
C7. Market information system subsystems. Market research and Market Intelligence System in modern logistics entities.	2
C8. Branding in logistics.	2
C9. Segmentation. Positioning.	2
C12. Designing a product and its marketing strategy in logistics.	2
C13. Deciding on a price strategy within logistics sector.	2
C 14. Designing promotion.	2
C15. Final test. Discussing its results. Discussing the projects.	2

### TEACHING TOOLS

Books and textbooks.  
Audiovisual equipment.  
PowerPoint presentations.

### WAYS OF ASSESSMENT (F – FORMING, P – SUMMARY)

F1. Student's activity.  
F2. Practical tasks.  
P1. Written test.

### STUDENT WORKLOAD

Form of activity	[h]
Contact hours with the teacher	45
Preparation for lecture	10
Preparation for classes	30
Preparation for test	25
Literature studies	10
Consultation	5
<b>TOTAL NUMBER OF HOURS</b>	<b>125</b>
<b>ECTS CREDITS FOR THE COURSE</b>	<b>4</b>

### BASIC AND SUPPLEMENTARY LITERATURE

#### Basic literature

G.Elliot, S.Rundle, D.Walker, Marketing, Pearson 2011.  
Ph.Kotler, Marketing Management, Prentice Hall, 2012.  
B.Skowron-Grabowska (ed.), Logistics and marketing determinants of enterprises management. Wysoka Szkoła Bańska. Ostrawa 2015.  
Żukowska J., Marketing Communication, SGH, Warszawa 2015.  
The Impact of the Digital World on Management and Marketing, pod red. G.Mazurek, J.Tkaczyk, Kozminski University, 2016.

#### Supplementary literature

Kotler Ph. i in., Marketing 4.0 era cyfrowa, MT Biznes, Warszawa 2017.  
Grębosz M., Siuda D., Szymański G., Social Media Marketing, Wyd.PŁ, 2016.  
Współczesne problemy zarządzania i marketingu, pod red. A.Styś, K.Łobosa, Wyd. Diffin, Warszawa 2016.

Holiday R., Growth Hacker Marketing: o przyszłości PR, marketingu i reklamy, Helion, Gliwice 2015.

**TEACHERS (NAME, SURNAME, ADRES E-MAIL)**

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**MATRIX OD REALIZATION OF EFFECTS OF EDUCATION**

<b>The effects of education</b>	<b>The reference of the effect to the effects defined for the entire program</b>	<b>Course purposes</b>	<b>Course content</b>	<b>Teaching tools</b>	<b>Ways of assessment</b>
EU1-Student knows basic concepts of marketing and can interpret them for services sector.	K_W01, KW_02, K_U01, K_K01, K-K05	1,2	L1-2; C1-2	1,2,3	P1
EU2- Students can indicate main tendencies that influence marketing in logistics nowadays.	K_W01, KW_02, K_U01, K_K01, K-K05	1,2	L4-6,13; C3-6	1,2,3	P1
EU3- Students can characterise specification procurement processes in B2B sector.	K_W01, KW_02, K_U01, K_K01, K-K05	1,2	L5; C5	1,2,3	F2, P1
EU4-Students can create overall marketing strategy for a logistic enterprise.	K_W01, KW_02, K_U01, K_K01, K-K05	1,2	L9-12; C8-14	1,2,3,	F2

**ASSESSMENT FORM - DETAILS**

	<b>For grade 2</b>	<b>For grade 3</b>	<b>For grade 4</b>	<b>For grade 5</b>
EU1	Student does not know basic concepts of marketing and can interpret them for services sector.	Student knows basic concepts of marketing.	Student knows basic concepts of marketing and can interpret them for services sector.	Student knows basic concepts of marketing and can interpret them for services sector and can provide adequate examples.
EU2	Students cannot indicate main tendencies that influence marketing in logistics nowadays.	Students can indicate some main tendencies that influence marketing in logistics nowadays.	Students can indicate main tendencies that influence marketing in logistics nowadays.	Students can indicate some main tendencies that influence marketing in logistics nowadays and can provide adequate examples of the impact.
EU3	Students cannot characterise specification procurement processes in B2B sector.	Students can characterise specification procurement processes in B2B sector.	Students can characterise specification procurement processes in B2B sector and indicate the stages of the process.	Students can characterise specification procurement processes in B2B sector, indicate the stages of the process and people involved.

EU4	Students cannot create overall marketing strategy for a logistic enterprise.	Students can indicate main elements of the marketing strategy for a logistics enterprise.	Students can create overall marketing strategy for a logistic enterprise.	Students can create overall marketing strategy for a logistic enterprise with giving reasons of certain decisions.
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**OTHER USEFUL INFORMATION ABOUT THE COURSE**

Information where presentation of classes, instruction, subjects of seminars can be found, etc. – the information is given to students during classes, if required sent by e-mail.

Information about the location of the classes – webpage of the Faculty.

Information about the date of the course (day of the week/time) – webpage of the Faculty.

Information about the consultation (time + place) – given to students during first classes, webpage of the Faculty.