

COURSE GUIDE

Subject name	Marketing of logistics services
Course of study	Logistics
The form of study	Full-time
Level of qualification	second
Year	1
Semester	2
The implementing entity	Department of Logistics and International Management
The person responsible for preparing	dr Aleksander Pabian
Profile	general academic
Course type	principal
ECTS points	5

TYPE OF TEACHING – NUMBER OF HOURS PER SEMESTER

LECTURE	CLASS	LABORATORY	PROJECT	SEMINAR
15	30	-	-	-

COURSE AIMS

C1. To familiarize students with the theoretical apparatus of marketing and logistics.

C2 To make students aware how to make usage of marketing instrumentation in companies providing logistics services.

C3. Make them able to interpret and extrapolate held knowledge relating to such issues as, inter alia: preparing a marketing plan, creating marketing research as well as select methods and tools for integrated promotion-mix for the logistics services' promotional campaign.

C4. Active participation in classes should also help to develop interpersonal, communicational, logical thinking and team work skills.

ENTRY REQUIREMENTS FOR KNOWLEDGE, SKILLS AND OTHER COMPETENCES

1. Fundamental knowledge from the logistics and supply chain management field as well as knowledge of the basics of marketing is required from the people attending to the course.
2. The student have to understand the concept of logistics service and is able to define it. He also has to know the classification of logistics services.
3. It is advisable that the course participant should possesses interpersonal skills and ability to work in a group.
4. Before every subsequent exercises students are required to read the contents of the previous lecture in order to acquire the necessary theoretical knowledge needed for active participation in the classes. In addition execution of each practical tasks requires students to carry out query library on the issues considered.

LEARNING OUTCOMES

EU 1 - Student knows the conceptual apparatus of marketing as well as can mention, define and describes the logistics services.

EU 2 - Student has the ability to create a marketing strategy for company providing logistics services based on the elements of the marketing mix.

EU 3 - He knows how to use marketing tools in order to build a competitive advantage of company engaged in serving logistics services.

EU 4 - Student owns practical skills in the fields of conducting market research, market segmentation, shaping quality and prices, distribution and promotion-mix of logistics services. He can share his ideas with team members and present solutions in an understandable way.

COURSE CONTENT

Type of teaching - LECTURES		Number of hours
W 1	Modern logistics and marketing concepts.	1
W 2	Marketing management in logistics company.	1
W 3	Characteristics of logistics services - definitions, diversity of interpretation, classifications and logistics' services integration.	1
W 4	Quality of logistics services.	1
W 5	Logistics service's brand.	1
W 6	Strategy and life cycle of logistics services.	1
W 7	Logistics services' market research.	2
W 8	Positioning of logistics services and logistics service's market segmentation.	1
W 10	Promotion of logistics services.	2
W 11	Logistics services' price strategies.	2
W 12	Logistics services' distribution management	2

Type of teaching – CLASSES		Number of hours
C 1	Ways of planning, organizing, leading and exercising control of marketing in logistics companies.	4
C 2	Models and methods of shaping the quality of services.	4
C 3	Setting brand for logistics service.	2
C 4	Logistics services at the stages of placing on a market, increase, maturity as well as drop in sales.	3
C 5	Conducting of SWOT/TOWS, BCG analysis.	3
C 6	Preparing market segmentation for logistics services.	3
C 7	Shaping the image of logistics services' provider that can distinguish him against competitors.	2
C 8	Advertising, personal selling, PR/publicity, sales promotion as the logistics' company way of communication with the market.	3
C 9	Methods for settings prices of logistics services. The choice of pricing strategy.	3
C 10	Advantages and disadvantages of distribution channels, adjusting the channel to the type of service, the horizontal and vertical integration of channels.	3

TEACHING TOOLS

Classes are conducted in the form of lectures and exercises with the use of teaching aids, including audiovisual aids (PC, projector, transparencies etc.). During these meetings are used the following teaching methods:

1. methods based on the word (explanation, discussion, work with the book etc.);
2. methods based on observation (e.g. demonstration of examples of logistics services' adverts, press releases, commercials etc.);
3. methods based on practical activities (developed in teams, examples of practical application of the principles, methods and tools of modern marketing, according to the established methodology, for example: evaluation of logistics services' provider business plan).

WAYS OF ASSESSMENT (F – FORMATIVE, P – SUMMATIVE)

- F1** Assessment of each student's activity.
F2 Assessment of practical tasks realization.
P1 Written test verifying the effects of teaching.

STUDENT WORKLOAD

Form of activity		Average number of hours for realization of the activity
		[h]
Contact hours with the teacher	LECTURES	15
Preparation for lectures		10
Contact hours with the teacher	CLASSES	30
Preparation for classes		30
Preparation for tests		25
Literature studies		10
Consultations		5
TOTAL NUMBER OF HOURS / ECTS POINTS FOR		125 / 5

THE COURSE	
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BASIC AND SUPPLEMENTARY RESOURCE MATERIALS

Basic resources:

1.	W.M. Pride, O. C. Ferrell. Marketing. Cengage learning, Boston 2016.
2.	M. Johann. Services marketing. Wydawnictwo SGH. Warszawa 2015.
3.	B. Skowron- Grabowska (red.). Logistics and marketing determinants of enterprises management. Vysoka Skola Banska. Ostrava 2015.
4.	S. Hintze. Value chain marketing. A marketing strategy to overcome immediate customer innovation reistance. Springer. international edition 2015.

Supplementary resources:

1.	R. Shanker. <i>Services marketing</i> . Excel Books. New Delhi 2008.
2.	Z. Luo. <i>Service science and logistics informatics. Innovative perspectives</i> . Information science reference. Hershey 2010.
3.	J. R. Adil. Goods and services. Capstone Press. Minnesota 2006.
4.	C. Vollmers, S. Vollmers. <i>Logistics - english for freight forwarders and logistics services. Student's book</i> . Bildungsverlag ELT. Berlin 2004.
5.	M. Ciesielski. <i>Rynek usług logistycznych</i> . Difin. Warszawa 2005.
6.	M. Branowski. <i>Marketing usług logistycznych</i> . Wydawnictwo Politechniki Poznańskiej. Poznań 2011.

TEACHER (NAME, SURNAME, E-MAIL ADDRESS)

1. Dr Aleksander Pabian: aleksander.pabian@wz.pcz.pl

MATRIX OF LEARNING OUTCOMES REALISATION

Learning outcome	Reference of given outcome to outcomes defined for whole program	Course aims	Course content	Teaching tools	Ways of assessment
EU 1	K_W01, KW_02, K_U01, K_K01, K-K05	C1	Z1 – Z12, Y1 – Y10	1, 2, 3	P1
EU 2	K_W01, KW_02, K_U01, K_K01, K-K05	C2	Z4, Z5, Z7 - Z12, Y2, Y3, Y5 – Y10	1, 2, 3	F2
EU 3	K_W01, KW_02, K_U01, K_K01, K-K05	C2, C3	Z2, Z4 – Z12, Y1 – Y10	1, 2, 3	F2, P1
EU 4	K_W01, KW_02, K_U01, K_K01, K-K05	C2, C4	Z4, Z7, Z8, Z9, Z10, Z11, Z12, Y2, Y5, Y8, Y9, Y10	1, 3	F1, F2

FORM OF ASSESSMENT - DETAILS

	grade 2	grade 3	grade 4	grade 5
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EU 1	Student doesn't know the conceptual apparatus of marketing as well as is not able to mention, define and describe the logistics services.	I Student knows either the conceptual apparatus of marketing or is able to mention, define and describe the logistics services. II Student have poor knowledge about both, two fields.	Student has good level of knowledge about marketing and logistics services.	Student knows very well the conceptual apparatus of marketing as well as he can list, define and describe the logistics services.
EU 2	Student is not able to create a marketing strategy for company providing logistics services.	Student can create simple marketing strategy for company providing logistics services.	Student can develop complex marketing strategy for company providing logistics services.	Student can develop complex marketing strategy for company providing logistics services and proposes ways how to implement and control this plan.
EU 3	Student doesn't know how to use marketing tools in order to build a competitive advantage of company serving logistics services.	He knows and can make use of several marketing tools that can build a competitive advantage of company serving logistics services.	He knows and can make use of many marketing tools that can build a competitive advantage of company serving logistics services.	He knows and can make use of all marketing tools.
EU 4	Student have no practical skills in the fields of conducting market research, market segmentation, shaping quality and prices, distribution and promotion-mix of logistics services.	Student have practical skills in at least two of mentioned fields. At the same time he have problems with sharing his ideas with team members and cannot present solutions in an understandable way.	He has practical skills in almost all of mentioned fields. He can share his ideas with team members well and present solutions in an understandable way.	Student have full spectrum of practical skills in the fields of conducting market research, market segmentation, shaping quality and prices, distribution and promotion-mix of logistics services. from all the fields. He can share his ideas with team members perfectly and present solutions in a very understandable way.

ADDITIONAL USEFUL INFORMATION ABOUT THE COURSE

1. Information where presentation of classes, instruction, subjects of seminars can be found, etc. – via internet, during classes and in teacher's room
2. Information on the place where the classes take place – class rooms of Technical University of Czestochowa main building
3. Information on the date of classes (day of the week/hour) – being changed periodically
4. Information on consultation hours (hours + place) – being changed periodically

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Coordinator