

Subject card

Subject name and code	Marketing and Logistics Management, PG_00102693						
Field of study	International Economic Relations						
Date of commencement of studies	October 2024	Academic year of realisation of subject			2025/2026		
Education level	Master's studies	Subject group			Obligatory subject group in the field of study		
Mode of study	full-time studies	Mode of delivery			at the university		
Year of study	2	Language of instruction			Polish polish		
Semester of study	3	ECTS credits			2.0		
Learning profile	academic	Assessment form			credit		
Conducting unit	Department of Maritime Transport and Seaborne Trade -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Tomasz Nowosielski				
	Teachers		dr Tomasz Nowosielski				
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	0.0	0.0	0.0	15
	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	15		0.0		0.0	15
Subject objectives	The purpose of the course is to prepare students to participate in the transport service of cargoesmaritime trade. The course is attended by representatives of business practice, enterprises:shipowning, shipping, container terminal port operator and the company developing theport community system concept.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSGMU2_K01] is ready to recognise the importance of knowledge of economics in the process of identifying and solving problems in the area of international economic relations and to consult experts in case of difficulties in solving them independently	The student is able to use rules and standards concerning business in order to solve complex and unusual problems arising from international economic cooperation economic. Students consult on issues related to the subject of the class.	[SK8] observation of student's independent or team work
	[MSGMU2_U01] can creatively interpret and explain complex and atypical economic phenomena and the relations occurring between them, using the acquired knowledge in economics, finance and international economic relations	The student has an in-depth knowledge of man as an individual making decisions economic, acting in social structures and organizational units, in particular especially in enterprises operating on the international market. Students consult on issues related to the subject of the class.	[SU8] observation of student's independent or team work
	[MSGMU2_W01] has an in-depth and structured knowledge of economic sciences, in particular economics, its place in the system of sciences, its relations with other sciences and fields of knowledge	The student is ready to critically evaluate the level of his/her knowledge, skills and professional competence in the area of international economic relations	[SW4] test/exam - oral or written
	[MSGMU2_K08] prepares responsibly for his/her work; is able to set priorities and to plan work appropriately considering changing social needs	The student knows and understands the concepts and principles in the field of protection of intellectual property (industrial) and copyright copyright and understands the necessity of managing resources intellectual property. Students consult on issues related to the subject of the class.	[SK8] observation of student's independent or team work
[MSGMU2_W03] knows and understands types of economic ties and the regularities governing them; understands the conditions and principles of the functioning of the market and the market mechanism in the national, international and global aspect	The student is ready to Identify independently, diagnose and responsibly resolution of dilemmas and different variants of solutions related to the exercise of profession and the development of professional achievements professional achievements	[SW5] implementation of a problem task	
Subject contents	<p>1. marketing-logistic management as a concept of resource-market orientation of enterprises - introduction 2. The essence and main features of marketing-logistic management 3. The model of marketing-logistic management and the concept of value chain 4. Characteristics of the stages of management marketing-logistic 5. Production resource flow management - procurement in the marketing-logistic concept of the enterprise 6. Implementation of the customer value-added concept in the marketing-logistic management of production in the enterprise 7. Distribution as a goal of management marketing-logistic management and conditions for maintaining relationships with customers 8. Marketing-logistic strategies - conditions and concepts of market development of enterprises 9. Control of the course of the processes in the enterprise as an element of marketing-logistic management 10. Development of the concept of marketing-logistic management</p>		
Prerequisites and co-requisites	The required background knowledge includes the basics of organizational management, marketing and logistics.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Credit test, assignments and projects as well as student activity in class.	51.0%	100.0%

Recommended reading	Basic literature	1. Blaik P., Logistyczna. Koncepcja zintegrowanego zarządzania, PWN, Warszawa 2017 2. Wojciechowski T., Marketingowo-logistyczne zarządzanie przedsiębiorstwem, Difin, Warszawa 2011 3. Harrison A., van Hoek R. , Zarządzanie logistyką, PWE, Warszawa 2009 4. Matwiejczuk R., Zarządzanie marketingowo-logistyczne. Wartość i efektywność, Wydawnictwo CH Beck, Warszawa 2006 5. Christopher M., Peck H., Logistyka marketingowa, PWE, Warszawa 2005
	Supplementary literature	1. Nowosielski T., Budowanie konkurencyjności usług logistycznych w obsłudze ładunków skonteneryzowanych, [w:] Transport morski w międzynarodowych procesach logistycznych, pod red. H. Salmonowicza, Wydawnictwo Zapol, Szczecin 2012 2. Mytlewski A., Nowosielski T., Schomburg J., Logistyczne uwarunkowania produkcji energii cieplnej z wykorzystaniem surowców odnawialnych. Case study przedsiębiorstw PERIG i EKOLOG, Gdańsk 2010 3. Nowosielski T., Infrastrukturalne uwarunkowania rozwoju logistyki morskiej, [w:] Funkcjonowanie systemów logistycznych, Prace Naukowe Wyższej szkoły Bankowej, 2/2009 4. Bielenia M., Different approaches of leadership in multicultural teams through the perspective of actornetwork theory, [in:] Contemporary applications of actor network theory, Palgrave Macmillan, Singapore 2020
	eResources addresses	
Example issues/ example questions/ tasks being completed	<ol style="list-style-type: none"> 1. Characteristics of distribution systems. 2. Supply processes in a company. 3. Business strategies with consideration of marketing-logistics tasks. 4 Process analysis of the marketing-logistics functions of the enterprise. 	
Work placement	Not applicable	

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