

**Subject card**

<b>Subject name and code</b>	Distribution Policy, PG_00136663						
<b>Field of study</b>	Management						
<b>Date of commencement of studies</b>	October 2023	<b>Academic year of realisation of subject</b>			2025/2026		
<b>Education level</b>	undergraduate studies	<b>Subject group</b>			Obligatory subject group in the field of study		
<b>Mode of study</b>	part-time studies	<b>Mode of delivery</b>			at the university		
<b>Year of study</b>	3	<b>Language of instruction</b>			Polish		
<b>Semester of study</b>	5	<b>ECTS credits</b>			2.0		
<b>Learning profile</b>	academic	<b>Assessment form</b>					
<b>Conducting unit</b>	Katedra Marketingu -> Faculty of Management						
<b>Name and surname of lecturer (lecturers)</b>	<b>Subject supervisor</b>		dr Tomasz Dryl				
	<b>Teachers</b>						
<b>Lesson types</b>	<b>Lesson type</b>	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	<b>Number of study hours</b>	8.0	8.0	0.0	0.0	0.0	16
	E-learning hours included: 0.0						
<b>Learning activity and number of study hours</b>	<b>Learning activity</b>	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	<b>Number of study hours</b>	16		0.0		0.0	16
<b>Subject objectives</b>	The main objective of the course is to familiarize students with the essence and functioning of distribution channels, distribution design, distribution indicator analysis, and distribution marketing logistics management.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[ZARZL3_K01] The student is aware of the depreciation of knowledge over time and understands the need for lifelong learning and deepening of knowledge in both academic and non-academic modes.	Is aware of the depreciation of knowledge about marketing distribution over time and deepens the knowledge using distribution theory and practice examples of marketing logistics activities	[SK2] presentation/project/paper/report [SK4] test/exam - oral or written
	[ZARZL3_W08] The student has advanced knowledge of enterprise and entrepreneurship, the determinants shaping the effectiveness of economic activity, taking into account regional and international aspects.	Has advanced knowledge about the distribution of products and services, about distribution indicators and planning of marketing logistics processes.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[ZARZL3_W03] The student has advanced knowledge of the organizational and legal forms of establishment and functioning of enterprises and the development of various forms of individual entrepreneurship in Poland, knows and understands the concepts, principles, norms and legal regulations governing the functioning of business entities.	Has advanced knowledge of product and service distribution management processes	[SW4] test/exam - oral or written [SW2] presentation/project/paper/report
	[ZARZL3_K04] The student is aware of the need to resolve dilemmas related to the profession. He correctly identifies them.	Has awareness of the need to resolve ethical dilemmas related to the profession of a marketer	[SK2] presentation/project/paper/report [SK4] test/exam - oral or written
	[ZARZL3_U06] The student is able to forecast and simulate selected economic and social phenomena in relation to macro (economy), as well as micro (enterprise) scale using methods and tools applied in management and quality sciences.	Able to forecast and simulate the distribution of goods and services using methods and tools of marketing logistics	[SU2] presentation/project/paper/report [SU4] test/exam - oral or written
[ZARZL3_U07] The student is able to search for information necessary in making rational decisions of an operational and strategic nature in enterprises.	Able to search for information in the process of making rational decisions about product distribution	[SU2] presentation/project/paper/report [SU4] test/exam - oral or written	
Subject contents	<ul style="list-style-type: none"> <li>• The essence, classification and characteristics of distribution channels.</li> <li>• The activities of entities in distribution channels (producers, wholesalers, retailers, other entities and institutions supporting the flow of market streams).</li> <li>• Decisions made when designing distribution channels, ultimately related to the choice of channel and the type of intermediaries.</li> <li>• Possibilities of cooperation in distribution channels and occurring conflicts.</li> <li>• The physical flow of products in the distribution channel.</li> <li>• Distribution design</li> </ul>		
Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	poprawność merytoryczna, zgodność z wymaganiami, możliwość realizacji, atrakcyjność dla organizacji	51.0%	55.0%
		51.0%	45.0%
Recommended reading	Basic literature	<ul style="list-style-type: none"> <li>• W.Dryl, T.Dryl, U. Kępcowska, Nowe 4P marketingu, CeDeWu Warszawa 2023.</li> <li>• Z. Spyra, Kanały dystrybucji. Kształtowanie relacji, CeDeWu, Warszawa 2008.</li> <li>• Łapko A., Wagner N. Logistyka dystrybucji. Trendy, wyzwania, przykłady. CeDeWu, Warszawa 2021.</li> <li>• Klepacki B. (red.). Logistyka. Wyd. CeDeWu, Warszawa 2021.</li> <li>• Blaik P. Logistyka. Koncepcja zintegrowanego zarządzania. PWE, Warszawa 2016.</li> <li>• D. Kempny, Logistyczna obsługa klienta. PWE. 2001</li> <li>• M. Frankowska, M. Jedliński, Efektywność systemu dystrybucji, PWE 2011</li> </ul>	

	Supplementary literature	J. Witkowski J., Zarządzanie łańcuchem dostaw. Koncepcje - procedury doświadczenia, Wyd. II, zmienione, PWE, Warszawa. 2010
	eResources addresses	Adresy na platformie eNauczenie:
Example issues/ example questions/ tasks being completed	- list distribution indicators- design a regional distribution network layout for FMCG products	
Work placement	Not applicable	

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