

Subject card

Subject name and code	Distribution Systems, PG_00170213						
Field of study	International Economic Relations						
Date of commencement of studies	October 2025		Academic year of realisation of subject		2026/2027		
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		
Semester of study	3		ECTS credits		2.0		
Learning profile	academic		Assessment form				
Conducting unit	Division of Marketing Strategies -> Department of International Business -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr Marek Reysowski				
	Teachers		dr Marek Reysowski				
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		12.0		23.0	50
Subject objectives	The main objective of the course is to familiarise students with the subject of product distribution (mainly FMCG products), including in particular the basic trends in retail distribution, the strategies used by companies and the tools used to identify distribution-related problems.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[MSGMU2_W04] has an in-depth knowledge of different types and elements of economic structures and institutions, including institutions, organisations and economic entities; understands the causes, course, scale and consequences of changes occurring in them, as well as relations between them on a national, international and intercultural scale; knows the theories explaining relations among them	The student has knowledge of the functioning of distribution networks (mainly of FMCG products) in Poland and other European countries.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[MSGMU2_U07] can plan and manage a commercial transaction on the international market, conduct effective negotiations, analyse and critically assess the course of the transaction	The student is able to analyse and critically evaluate the course of transactions between wholesale and retail companies. Any doubts about this are discussed during consultations with the instructor.	[SU2] presentation/project/paper/report [SU4] test/exam - oral or written [SU8] observation of student's independent or team work
	[MSGMU2_K03] is ready to actively participate in groups, organisations and institutions conducting professional projects concerning the functioning of economic entities in the conditions of globalisation and the development of integration processes	The student is ready to actively participate in institutions carrying out professional projects on the functioning of the FMCG market.	[SK1] oral statement/conversation/discussion [SK8] observation of student's independent or team work
	[MSGMU2_U10] can accurately select and use sources of information on international economic relations, evaluate, critically analyse and creatively interpret them, and can present them in an innovative way, using advanced information and communication techniques	Based on an analysis of the company's environment and internal resources, the student is able to analyse and interpret the interdependence of market participants.	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report [SU4] test/exam - oral or written
	[MSGMU2_W12] has an in-depth knowledge and understanding of the principles of establishing and development of business entities, including forms of individual entrepreneurship	The student is familiar with the principles of setting up and developing commercial enterprises.	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion
Subject contents	1. Product distribution Structure of distribution channels Intermediaries in distribution channels Distribution channel management 2. Development of distribution in selected European countries Development of FMCG distribution FMCG distribution channels The development of shopping centres Hypermarkets Supermarkets Discount shops Private label development 3. The development of distribution in Poland Development of distribution in Poland - quantitative changes, 1990-1995 Development of Distribution in Poland - qualitative changes, 1995-2023 New distribution channels in Poland 4. Marketing strategies of retail chains Marketing strategies of European hypermarket chains Marketing strategies of low prices Internationalisation strategy International market entry strategy 5. Indicators in distribution Market share (quantity, quality) Share at point of sale Numerical distribution Weighted distribution		
Prerequisites and co-requisites	The student should have a basic knowledge of marketing, mainly distribution and mathematics. In addition, the ability to interpret selected marketing indicators is necessary.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Personal involvement	0.0%	10.0%
	Test	51.0%	50.0%
	Group project	51.0%	40.0%
Recommended reading	Basic literature	A. Czubała, <i>Dystrybucja produktów</i>, PWE, Warszawa 1996 T. Domański, <i>Strategie marketingowe dużych sieci handlowych</i>, PWN, Warszawa 2001 <i>Wskaźniki marketingowe</i>, red. Robert Kozielski, Oficyna Ekonomiczna, Kraków 2004	

	Supplementary literature	D. Blanchard, D. Lesceux, <i>Les Panels</i> , Dunod, Paryż 1995 T. Domański, <i>Strategie rozwoju handlu</i> , PWE, Warszawa 2005 M. Reysowski, <i>Food Retailing Transformation in Poland in Years 1990-2006</i> , International Journal of Emerging and Transition Economies, Vol. 1, Issue 1, 2008 M. Reysowski, <i>Kanały dystrybucji dóbr szybkozbywalnych w wybranych krajach europejskich</i> , w: <i>Problemy współczesnej gospodarki światowej</i> (26), red. H. Treder, Instytut Handlu Zagranicznego Uniwersytetu Gdańskiego, Fundacja Rozwoju Uniwersytetu Gdańskiego, Sopot 2008 M. Reysowski, <i>Strategia przedsiębiorstwa handlowego</i> , w: <i>Innowacje w marketingu</i> (4), red. T. Czuba, M. Reysowski, M. Skurczyński, Fundacja Rozwoju Uniwersytetu Gdańskiego, Sopot 2007 M. Reysowski, <i>Caro - strategia dystrybucji</i> , w: <i>Marketing studia przypadków</i> , red. A. M. Nikodemka-Wołowik, Wydawnictwo UG, Gdańsk 2002
	eResources addresses	Adresy na platformie eNauczanie:
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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