

Subject card

Subject name and code	Marketing and Logistics Management, PG_00170228						
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 Polish		
Semester of study	3		ECTS credits		2.0		
Learning profile	academic		Assessment form		exam		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Tomasz Nowosielski				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	0.0	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 purpose of the course is to prepare students to participate in the transportation service of maritime trade cargoes. Wclasses are attended by representatives of business practice, enterprises: shipowner, shipping company, container terminal operator port container terminal and the company developing the concept of port community system.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[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 has an in-depth knowledge of the human being as an individual making economic decisions, acting in social structures and organizational units, especially in enterprises operating on the international market	[SW4] test/exam - oral or written
	[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 knows and understands the concepts and principles of intellectual property protection (industrial) and copyright law and understands the necessity of managing the resources of intellectual property. The student takes advantage of the opportunity to consult on issues related to the subject.	[SW1] oral statement/ conversation/discussion [SW5] implementation of a problem task
	[MSGMU2_K08] prepares responsibly for his/her work; is able to set priorities and to plan work appropriately considering changing social needs	The student is ready to critically assess the level of his/her knowledge, skills and professional competence in the field of international economic relations. The student takes advantage of the opportunity to consult on issues related to the subject.	[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 is able to use the rules and standards of business business in order to solve complex and unusual problems arising from international economic cooperation	[SU8] observation of student's independent or team work
	[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 ready to independently identify, diagnose and responsibly resolve dilemmas and various options for solutions related to the performance of the profession and the development of professional achievements. The student takes advantage of the opportunity to consult on issues related to the subject.	[SK1] oral statement/conversation/ discussion [SK8] observation of student's independent or team work
Subject contents	1. marketing-logistic management as a concept of resource-market orientation of enterprises - introduction 2. essence and main features of marketing-logistic management 3. marketing-logistic management model and value chain concept 4. Characteristics of the stages of marketing-logistic management 5. production resource flow management - procurement in the marketing-logistic concept of the enterprise 6. implementation of the customer value-added concept in marketing-logistic management of production in the enterprise 7. distribution as a goal of 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 processes in the enterprise as an element of marketing-logistic management 10. development of marketing-logistic management concepts		
Prerequisites and co-requisites	The required basic knowledge includes the basics of organizational management, marketing and logistics.		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	exam and activity	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
	eResources addresses	
Example issues/ example questions/ tasks being completed	The functioning of the logistics system and its impact on the efficiency of the enterprise. The role of the marketing system in creating product added value. Creation of the value chain in the enterprise. Innovation in enterprises as a factor in improving the marketing-logistics sphere.	
Work placement	Not applicable	

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