University of Gdańsk

Subject card

Subject name and code	Distribution Systems, PG_00199691						
Field of study	International Economic Relations						
Date of commencement of studies	October 2026		Academic year of realisation of subject		2027/2028		
Education level	Master's studies		Subject group		Obligatory subject group in the field of study Optional subject group Subject group related to scientific research 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		credit		
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						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	0.0	15.0	0.0	30
	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	30		0.0		20.0	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 in-depth knowledge of 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_W12] has 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
[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. Students are able to carry out a project assignment on distribution strategies and discuss its objectives and progress with the course tutor during consultation sessions and project blocks. The project blocks are included in the course schedule, and the dates and venues for consultation sessions are published on the University of Gdańsk website.	[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

Subject contents

1. Product distributionStructure of distribution channelsIntermediaries in distribution channelsDistribution channel management2. Development of distribution in selected European countriesDevelopment of FMCG distributionFMCG distribution channelsThe development of shopping centresHypermarketsSupermarketsDiscount shopsPrivate label development3. The development of distribution in PolandDevelopment of distribution in Poland - quantitative changes, 1990-1995Development of Distribution in Poland - qualitative changes, 1995-2023New distribution channels in Poland4. Marketing strategies of retail chainsMarketing strategies of European hypermarket chainsMarketing strategies of low pricesInternationalisation strategyInternational market entry strategy5. Indicators in distributionMarket share (quantity, quality)Share at point of saleNumerical distributionWeighted 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	51.0%	10.0%
Group project	51.0%	40.0%
Test	51.0%	50.0%

Recommended reading	Basic literature	A. Czubała, *Dystrybucja produktów*, PWE, Warszawa 1996 T. Domański, *Strategie marketingowe dużych sieci handlowych*, PWN, Warszawa 2001 *Wskaźniki marketingowe*, red. Robert Kozielski, Oficyna Ekonomiczna, Kraków 2004
	Supplementary literature	D. Blanchard, D. Lesceux, *Les Panels*, Dunod, Paryż 1995 T. Domański, *Strategie rozwoju handlu*, PWE, Warszawa 2005 M. Reysowski, *Food Retailing Transformation in Poland in Years 1990-2006*, International Journal of Emerging and Transition Economies, Vol. 1, Issue 1, 2008 M.Reysowski, *Kanały dystrybucji dóbr szybkozbywalnych w wybranych krajach europejskich*, w: *Problemy współczesnej gospodarki światowej (26)*, red. H. Treder, Instytut Handlu Zagranicznego Uniwersytetu Gdańskiego, Fundacja Rozwoju Uniwersytetu Gdańskiego, Sopot 2008 M. Reysowski, *Strategia przedsiębiorstwa handlowego*, w: *Innowacje w marketingu* (4), red. T. Czuba, M. Reysowski, M. Skurczyński, Fundacja Rozwoju Uniwersytetu Gdańskiego, Sopot 2007 M. Reysowski, *Caro - strategia dystrybucji*, w: *Marketing studia przypadków*, red. A. M. Nikodemska-Wołowik, Wydawnictwo UG, Gdańsk 2002
	eResources addresses	
Example issues/ example questions/ tasks being completed		
Work placement	Not applicable	

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