University of Gdańsk

Subject card

Subject name and code	Marketing and Logistics Management, PG_00199707		
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 Polish
Semester of study	3	ECTS credits	4.0
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	15.0	0.0	30.0	0.0	60

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	60	0.0	40.0	100

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_U04] can use the acquired knowledge to formulate and solve complex problems related to the operation of economic entities on the international market, with particular emphasis on the European Union market	Student posiada umiejętności związane z rozwiązywaniem problemów funkcjonowania przedsiębiorstw produkcyjnych i usługowych. Student wykorzystuje wiedzę związaną z funkcjonowaniem międzynarodowych rynków z uwzględnieniem wspólnego rynku Unii Europejskiej. Student korzysta z możliwości konsultowania się w zakresie zagadnień dotyczących przedmiotu i realizacji projektów.	[SU2] presentation/project/paper/ report [SU4] test/exam - oral or written
[MSGMU2_W09] has a knowledge of selected areas of the functioning of a modern enterprise in the national and international environment; understands the conditions, principles and consequences of decisions taken in its structures aiming at the development, and the dependencies among enterprises on the international market	The student has knowledge of how a business operates and its relationships with its immediate and wider environment. The student understands the mechanisms behind marketing and logistics decision-making and is able to anticipate their consequences. Students are encouraged to seek advice on course-related matters and project work.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/ report
[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. Students are encouraged to seek advice on course-related matters and project work.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/ report
[MSGMU2_W11] has a theoretically grounded knowledge of the key issues of managing a business entity on the national and international market and of selected detailed issues of the international supply chain	The student has knowledge of the mechanisms and principles of business management in the fields of marketing and logistics. The student has knowledge of how international supply chains operate. Students are encouraged to seek advice on course-related matters and project work.	[SW4] test/exam - oral or written [SW2] presentation/project/paper/ report

Subject contents

1. marketing-logistic management as a concept of resource-market orientation of enterprises - introduction2. essence and main features of marketing-logistic management3. marketing-logistic management model and value chain concept4 Characteristics of the stages of marketing-logistic management5. production resource flow management - procurement in the marketing-logistic concept of the enterprise6. implementation of the customer value-added concept in marketing-logistic management of production in the enterprise7. distribution as a goal of marketing-logistic management and conditions for maintaining relationships with customers8. marketing-logistic strategies - conditions and concepts of market development of enterprises9. control of the course of processes in the enterprise as an element of marketing-logistic management10. development of marketing-logistic management concepts

Prerequisites and co-requisites

The required basic knowledge includes the basics of organizational management, marketingand logistics.

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
project and activity	51.0%	40.0%
exam and activity	51.0%	60.0%

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	

Document generated electronically. Does not require a seal or signature.