University of Gdańsk

Subject card

Subject name and code	Marketing, PG_00200393						
Field of study	Logistics and Mobility						
Date of commencement of studies	October 2026		Academic year of realisation of subject	2027/2028			
Education level	Bachelor's studies		Subject group	Obligatory subject group in the field of study 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	English			
Semester of study	3		ECTS credits	4.0			
Learning profile	academic		Assessment form	exam			
Conducting unit	Department of Transport Market -> Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Dariusz Tłoczyński, prof. UG				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	30.0	0.0	30.0	0.0	90
	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	90		0.0	10.0	100	
Subject objectives	Presentation of the possibilities of functioning and development of logistics and transport enterprises in a globalized international environment, taking into account the specificity of mobility. Familiarization of students with marketing tools supporting competitiveness and sustainable supply chain management. Development of skills in analysis, planning and implementation of marketing strategies in the logistics and mobility sector operating in an international environment.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[LML3_W05] has a knowledge of a human being as an entity that creates social structures and the principles of their functioning	The student is able to analyse the behaviour of consumers and market participants as entities shaping social structures and formulate marketing activities taking into account these conditions.	[SW4] test/exam - oral or written
	[LML3_U09] is able to prepare written assignments on detailed logistics and mobility, using specialized terminology, theoretical and methodological approaches, principles of collecting data from various sources, their description and interpretation, making inferences on the basis of scientific literature and factual data, and making international comparisons	The student is able to independently develop a marketing analysis in the area of logistics and mobility, based on data from various sources, and correctly formulate conclusions in the national and international context.	[SU4] test/exam - oral or written
	[LML3_W01] has advanced knowledge in social sciences, their importance in the system of sciences, and understands the role of logistics and mobility in this context, knows the universal terminology related to logistics and mobility	The student is able to explain the importance of marketing in logistics and mobility as part of social sciences and uses appropriate marketing terminology in this context.	[SW4] test/exam - oral or written
	[LML3_K05] identifies, diagnoses and resolves correctly the dilemmas and various options for solutions, related to the performance of the profession	The student is able to identify and evaluate alternative solutions to marketing problems, taking into account the specificity of the market, professional ethics and the goals of the organization.	[SK4] test/exam - oral or written
	[LML3_U14] can appropriately set priorities and plan and organize the tasks involved in their implementation, as well as monitor and evaluate progress	The student is able to plan and implement marketing tasks, defining their priorities and monitoring and evaluating the effectiveness of the actions taken.	[SU4] test/exam - oral or written
	[LML3_W06] knows to an advanced degree selected methods and tools, including statistical techniques, to describe and model logistics and mobility processes and systems	The student is able to apply selected data analysis methods and statistical tools to assess the effectiveness of marketing activities in the context of logistics and mobility. In case of difficulties or doubts, the student is ready to use the consultation with the instructor as a form of supporting the process of preparing for the written examination.	[SW4] test/exam - oral or written
	[LML3_K04] is ready to think and act in an entrepreneurial manner; adapts to new situations and conditions, takes on the challenges of creative thinking, is resilient to failure, knows how to identify threats and assess the risk of their occurrence	The student is able to make creative marketing decisions in a changing market environment, identifying risks and proposing flexible solutions.	[SK4] test/exam - oral or written

Subject contents	1. INTERNATIONAL MARKETING ENVIRONMENT Marketing added value. Customer needs. Mega trends in market competition. Porter's 5 forces of competition model. 2. MARKET SEGMENTATION Market segments. Segmentation basics. Market selection procedures. Target groups. The concept of a market niche. 3. COMPETITIVE STRATEGIES Marketing mix concept. SWOT analysis. Ansoff Market expansion strategy matrix. 4. PRODUCT STRATEGY Product development. Product assortment decisions. Product life cycle stages. BCG matrix. Standardization and adaptation to the international environment. 5. BRAND STRATEGY Branding on a global scale. Company culture and style. Building a company's image. Brand positioning. Brand value determinants. Customer loyalty / brand loyalty / loyalty ladder 6. BRAND ARCHITECTURE Umbrella brand vs. multi-brand products. Brand positioning. Branding dilemmas in M&A transactions. Distributor brands. Own brand concept. Local vs. international brands. 7. DISTRIBUTION STRATEGY Distribution channels. Direct vs. indirect distribution. Growing role of retailers. New trends in online distribution. 8. PRICING STRATEGY Factors influencing pricing policy. Fixed and variable costs. Pricing strategies: economics, penetration, market skimming and perm prices. 9. SERVICE MARKETING Intangible nature of services. 7P marketing mix. Loyalty and customer loyalty programs. Net promoter score. 10. MARKETING COMMUNICATIONS Communication strategy. Communication mix. Media selection. Unique selling proposition. Advertising campaign stages. 11. PUBLIC RELATIONS AND SALES PROMOTION Advertising and Public Relations. Examples of effective PR campaigns. Sales promotion techniques. Social media as a marketing communication channel. Issues requiring further clarification or explanation can be discussed during the consultation.
Prerequisites and co-requisites	none
Assessment methods and criteria	Subject passing criteria: written exam Passing threshold: 51.0% Percentage of the final grade: 100.0%
Recommended reading	Basic literature P. Kotler, K. Keller, Marketing Management, Pearson, New York 2012, or any edition dated after 2000. P. Doyle, Value Based Marketing, Wiley&Sons, 2000.

	Supplementary literature	J. Pietrzak, Implications of Market Entry Mode on Sales Structure Organization and Competitive Edge in CEE Markets, Proceedings FH Science Day, Shaker Verlag, Aachen 2008. Albaum G., Duerr E., Strandskov J. "International Marketing and Export Management", Prentice Hall 2005.
	eResources addresses	
Example issues/ example questions/ tasks being completed	Which of the following statements best describes the application of the marketing mix (7P) in logistics services? A. The marketing mix in logistics is limited to product, price, and promotion. B. The marketing mix (7P) includes key elements only for the retail sector. **C. The marketing mix (7P) in logistics includes, among others, people, processes, and tangible evidence as important elements of shaping services.** D. The marketing mix (7P) is not applicable to intangible services.	
Work placement	Not applicable	

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