University of Gdańsk

Subject card

Subject name and code	Marketing instruments in the transport, forwarding and logistics business, PG_00204873						
Field of study	Economics						
Date of commencement of studies	October 2026		Academic year of realisation of subject	2028/2029			
Education level	Bachelor'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	3		Language of instruction	Polish			
Semester of study	5		ECTS credits	3.0			
Learning profile	academic		Assessment form	credit			
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Krzysztof Grzelec, prof. UG				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	30.0	0.0	15.0	0.0	45
	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	45		0.0	30.0	75	
Subject objectives	The aim of the course is to expand students' knowledge of the specifics of marketing in logistics, including transport and forwarding. The course will present the specifics of marketing rules, research, and activities in logistics, and will discuss the principles of shaping marketing instruments within the 7P marketing mix in the context of economic and marketing theory and examples from business practice.						

Learning outcomes

Course outcome	Subject outcome	Method of verification
[EKONL3_W02] has an advanced knowledge of the different types of existing business entities and organisations and public institutions	The student is able to plan, organize and implement marketing activities in logistics enterprises, including transport and forwarding enterprises, taking into account the specific characteristics of this activity.	[SW4] test/exam - oral or written [SW3] text preparation/written work
[EKONL3_U06] uses the knowledge acquired in economics, finance and management to solve economic and social dilemmas arising in the professional context	The student is able to effectively solve problems and tasks in the field of marketing in logistics enterprises.	[SU3] text preparation/written work [SU4] test/exam - oral or written
[EKONL3_K04] is willing to think and act in an entrepreneurial manner; adapts to new situations and conditions, takes on the challenges of creative thinking, is resilient in the face of failure, is able to identify risks and assess the risks of failure	The student is able to creatively plan, organize and implement marketing activities in logistics enterprises, including transport and forwarding companies, taking into account the specificity resulting from the characteristics of this activity and uses the latest techniques, including AI, while maintaining a critical assessment of the capabilities of this tool.	[SK1] oral statement/conversation/ discussion
[EKONL3_W11] knows the general principles for the creation and development of forms of individual entrepreneurship, using knowledge of economics, finance and management sciences	The student is able to creatively plan, organize and implement marketing activities in logistics enterprises, including transport and forwarding companies, taking into account the specificity resulting from the characteristics of this activity and uses the latest techniques, including AI, while maintaining a critical assessment of the capabilities of this tool.	[SW2] presentation/project/paper/ report
[EKONL3_W08] has an advanced knowledge of the processes of changing elements, enterprises and whole structures of economic organisations, as well as the processes of changing social institutions, knows what their causes, course, scale, consequences are and what the influence of external stakeholders is on them	The student takes into account the role of marketing in logistics in the course of socio-economic processes and is able to predict the consequences of these activities for individual stakeholder groups.	[SW2] presentation/project/paper/ report [SW3] text preparation/written work
[EKONL3_U03] is able to analyse the causes and course of specific economic and social processes and phenomena, and accurately analyse these phenomena using adequate methods and tools economic and social	The student uses the latest technical, technological and scientific achievements, including AI, taking into account the principles of sustainable development.	[SU2] presentation/project/paper/ report
[EKONL3_K02] is aware of the level of knowledge in the field of economics and understands the need to deepen and update this knowledge throughout life	The student uses the latest technical, technological and scientific achievements, including AI, taking into account the principles of sustainable development.	[SK2] presentation/project/paper/ report
[EKONL3_U02] is able to use the knowledge of theory and data to analyse concrete economic and social processes and phenomena and to analyse these phenomena using methods developed in economics, finance and management sciences	The student uses the latest technical, technological and scientific achievements, including AI, taking into account the principles of sustainable development.	[SU2] presentation/project/paper/ report

Subject contents	1. The Specifics of Logistics.* 2. The Specifics of Marketing in Logistics. 3. Customer Service as a Challenge for Logistics. 4. Marketing Research in Logistics. 5. Service Segmentation in Logistics Enterprises. 6. Logistics Service 7. Price 8. The Specifics of Distribution as a Marketing Instrument 9. Promotion of Logistics Services 10. Material Certificate in Logistics 11. Process as an Element of Marketing Strategy in Logistics 12. Personnel Management in Logistics Enterprises *As defined TSL Supplementing knowledge, clarifying doubts, and discussing subject-related issues also take place during consultations.
Prerequisites and co-requisites	Knowledge of micro and macro economics, transport economics and marketing.

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
Test	51.0%	40.0%
Written work/Project	51.0%	40.0%
Discussion activity	51.0%	20.0%

Recommended reading

Basic literature	1.G. Rosa, M. Jedliński, U. Chrąchol-Barczyk: Marketing usług logistycznych. CH Beck 2017, Warszawa. 2.M. Christopher, H. Peck: Logistyka marketingowa. PWE Warszawa 2005. 3.T. Wojciechowski: Marketingowo-logistyczne zarządzanie przedsiębiorstwem. Difin. Warszawa 2007. 4.R. Matwiejczuk. Zarządzanie marketingowo-logistyczne. Wartość i efektywność. CH Beck. Warszawa, 2006.
Supplementary literature	1. Red. O. Wyszomirski, Transport miejski. Ekonomika i Organizacja. WUG, Gdańsk 2008. 2. K. Grzelec, Funkcjonowanie komunikacji miejskiej w warunkach konkurencji regulowanej. WUG, Gdańsk 2012. 3. K. Grzelec, K. Heble, O Wyszomirski, Zarządzanie transportem miejskim w warunkach zrównoważonej mobilności. WUG, Gdańsk 2021 4.Ph. Kotler, I. Setiawian, K. Harmawian Marketing 6.0 elementy składowe metamarketingu technologie i platformy, z których na co dzień korzystają pokolenia Z i Alfa sposoby na wykorzystanie metaświatów i rzeczywistości rozszerzonej najczęstsze przeszkody i pułapki napotykane przez marketerów próbujących swych sił w interaktywnym i immersyjnym środowisku tradycyjne i cyfrowe techniki marketingu pozwalające na pełne wykorzystanie niesłabnącej konsumenckiej potrzeby utrzymywania interakcji międzyludzkich. 5. Marketing i Rynek - czasopismo PWE.
eResources addresses	

Example issues/ example questions/ tasks being completed	1. Evaluate In Post's marketing activities in the area of human resources management (personnel marketing). 2. List the specific features of pricing in urban transport services. 3. What is the relationship between the company's average customer lifetime and customer retention rates?
Work placement	Not applicable

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