

SYLLABUS

Teacher					
Course	Logistics and marketing management				
Module	Compulsory subjects	ECTS	5	Course code	23SM.P.L.A.7

Major	Speciality	Academic year	
LOGISTICS	Industrial systems engineering	2023/2024	
Semester	First	Year of studies	First

Type of studies	Full-time				Extramural			
Type of classes	Lecture	Exercise	Laboratories	Project	Lecture	Exercise	Laboratories	Project
Amount of hours	30	30						
TOTAL	60							

Course objectives	<p>The main goal of the course is to familiarize students with the principles of logistics management and marketing in a logistics company. The aim of the course is also to provide students with basic knowledge about modern marketing techniques in business. After completing the course, students will be familiar with the basic marketing instruments and tools. The main goal of the course is also understanding of the role of modern marketing in dynamic environment, development of skills of analysing and solving marketing challenges and problems. Students will acquire it of skills of internal and external analysis of marketing forces and competences in presentation of up-to-date marketing instruments and conditions of their implementation</p>
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Minimum knowledge required from the student before the classes beginning	
Knowledge in the field of logistics & supply chain management as well as introduction in marketing management	

Recommended literature to study before the classes beginning	
Christopher M., Logistics and Supply Chain Management, Pearson, 2016	
Kotler P., Keller K.L., Marketing Management, Pearson, 2022	

LEARNING OUTCOMES			KEK	METHODS OF ASSESSMENT	
KNOWLEDGE	K01	Student is familiar with the importance and the role of logistics & marketing in the challenging environment.	K2_W06_L_P	EM6 EM9	Oral exam. Written test in the form of open tasks
	K02	Student knows the methods of environment analysis	K2_W09_L_P	EM1 EM8	Oral exam. Written test in the form of open tasks
	K03	Student understands which marketing tools to use depending on internal and external conditions	K2_W11_L_P	EM1 EM8	Oral exam. Written test in the form of open tasks
	K04				
SKILLS	S01	Student can correctly interpret marketing forces and assess market opportunities.	K2_U01_L_P	EM1 EM8	Oral exam. Written test in the form of open tasks
	S02	Student applies appropriate methods of environment analysis	K2_U03_L_P K2_U09_L_P	EM1 EM8	Oral exam. Written test in the form of open tasks
	S03	Student selects relevant tools to achieve marketing goals	K2_U03_L_P K2_U09_L_P	EM1 EM8	Oral exam. Written test in the form of open tasks
	S04				
SOCIAL COMPETENCE	SC01	Student is able to identify and solve marketing problems in group.	K2_K03_L_P	EM16	Assessment of the work, students co-operation in the classroom
	SC02	Student initiates application of methods and tools according to marketing goals.	K2_K05_L_P	EM15 EM16	Evaluation of activity in the lab. Project evaluation Evaluation of activity in the classroom
	SC03	Student seeks for new solutions to achieve marketing goals and answer its challenges	K2_K03_L_P	EM15 EM16	Evaluation of activity in the lab. Project evaluation Evaluation of activity in the classroom

Course contents	Lecture	<ol style="list-style-type: none"> 1. Introduction to logistics & marketing - core concepts, functions. 2. Forces challenging today's marketing 3. Analysis of company's macro environment -methods and tools. 4. Analysis of company's microenvironment -methods and tools 5. Consumer behaviour and its changing determinants 6. Defining logistics & marketing goals and tasks 7. Segmentation and targeting. 8. Introduction to branding 9. Powerful positioning 10. Structure of marketing tools - marketing Mix4Ps v. modern components of the Mix 11. Product management 12. Distribution and price management 13. Integrated Marketing Communication 14. Customer relationship management (CRM) 15. Marketing Control and measurement of effectiveness
	Exercises	<ol style="list-style-type: none"> 1. Favourable circumstances for running marketing activities in an enterprise 2. Marketing versus market environment of an enterprise 3. Creating elements of marketing-mix - product, price, distribution channel, promotion, people, process 4. Market segmentation, target market 5. Consumer behaviour 6. Brand management 7. Marketing in media and in social media 8. Designing relationships with consumers (CRM systems) 9. Criteria and methods of marketing research - case study base on real market 10. Designing a modern marketing strategy
	Laboratories	
	Projects	

Teaching methods	TM2	A lecture with a multimedia presentation, topic-related films, discussions
	TM10	Case study individual presentations marked by the teacher during the classes
	TM8 TM11	Group discussions, team problem solving, development of student projects on marketing strategy and market analysis

Obligatory literature	1	Homburg C., Kuester S., Krohmer H., Marketing Management: A Contemporary Perspective, McGraw-Hill Education, 2020
	2	Fernie J., Sparks L., Logistics and Retail Management: Emerging Issues and New Challenges in the Retail Supply Chain, Kogan Page, 2019
	3	Jobber D., Ellis-Chadwick F., Principles and Practice of Marketing, McGraw-Hill Education, 2020

Additional literature	1	Hutt M.D., Speh T.W., Business Marketing Management: B2B, Cengage Learning, 2020
	2	Mason R., Evans B., <i>Marketing and Logistics Led Organizations. Creating and Operating Customer Focused Supply Networks</i> , Kogan Page 2017
	3	Baines P., Fill C., Rosengren S., Antonetti P., Marketing, Oxford University Press, 2022

Requirements to pass the course	
Lecture: oral exam after written text on theoretical knowledge. The condition for admission to the oral test is to obtain a minimum of 50% of the points from the knowledge test of the completed course contents. The oral exam consists in answering on one question, which is an extension of the problem discussed in class. The final result is the average mark of the written test and the oral answer	