

Course	Customer-Oriented Logistics and Distribution Management				
Module	Compulsory subjects	ECTS	5	Course code	23SM.P.L.A.7.2

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

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

Course objectives	The main objective of the course is to familiarize students with the principles of customer-oriented logistics and distribution management. The course aims to provide knowledge of demand-driven logistics processes, service level management, and the integration of logistics and marketing activities. After completing the course, students will be able to analyse customer requirements, design distribution solutions, and apply tools supporting customer service in logistics systems.
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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
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Recommended literature to study before the classes beginning	Hines P., Supply Chain Strategies: Customer-Driven and Customer-Focused, Routledge, 2020
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LEARNING OUTCOMES			KEK	METHODS OF ASSESSMENT	
KNOWLEDGE	K01	The student is familiar with the importance and role of customer-oriented logistics and distribution in a dynamic market environment.	K2_W06_L_P	EM6 EM9	Oral exam. Written test in the form of open tasks
	K02	The student knows methods of analysing market and customer requirements in logistics systems.	K2_W09_L_P	EM1 EM8	Oral exam. Written test in the form of open tasks
	K03	The student understands how to select logistics and distribution tools depending on customer needs and market conditions.	K2_W11_L_P	EM1 EM8	Oral exam. Written test in the form of open tasks
	K04				
SKILLS	S01	The student can interpret customer requirements and assess their impact on logistics and distribution decisions.	K2_U01_L_P	EM1 EM8	Oral exam. Written test in the form of open tasks
	S02	The student applies appropriate methods of market and demand analysis in logistics contexts.	K2_U03_L_P K2_U09_L_P	EM1 EM8	Oral exam. Written test in the form of open tasks
	S03	The student selects relevant logistics tools to achieve customer service and distribution 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	The student is able to identify and solve customer-related logistics problems in a group.	K2_K03_L_P	EM16	Assessment of the work, students co-operation in
	SC02	The student initiates the application of logistics and marketing tools to improve customer service.	K2_K05_L_P	EM15 EM16	Evaluation of activity in the lab. Project evaluation
	SC03	The student seeks innovative solutions to improve logistics performance and customer satisfaction.	K2_K03_L_P	EM15 EM16	Evaluation of activity in the lab. Project evaluation

Course contents	Lecture	Introduction to customer-oriented logistics and distribution Customer value in logistics systems Analysis of market and customer requirements Demand-driven logistics and distribution strategies Customer behaviour and service expectations Service level management in logistics Segmentation and targeting in logistics services Distribution channels and customer service design Integration of logistics and marketing functions Customer relationship management (CRM) in logistics Performance measurement in customer service logistics
	Exercises	Analysis of customer requirements in logistics systems Market and demand analysis in logistics context Designing customer-oriented distribution solutions Service level calculations and case studies

		Customer segmentation in logistics CRM tools in logistics practice Case studies: logistics service improvement Developing customer-oriented logistics strategies
	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	Langley C.J., Novack R.A., Gibson B.J., Coyle J.J., Supply Chain Management: A Logistics Perspective, Cengage Learning, 2020
	2	Homburg C., Kuester S., Krohmer H., Marketing Management: A Contemporary Perspective, McGraw-Hill Education, 2020
	3	Baines P., Fill C., Rosengren S., Antonetti P., Marketing, Oxford University Press, 2022

Additional literature	1	Payne A., Frow P., Strategic Customer Management: Integrating Relationship Marketing and CRM, Cambridge University Press, 2019
	2	Mason R., Evans B., <i>Marketing and Logistics Led Organizations. Creating and Operating Customer Focused Supply Networks</i> , Kogan Page 2017
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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		