

UCZELNIA METROPOLITALNA						
Field/Course of study: Logistics						
Subject: Marketing strategies in transport						
Profile of education: practice						
Education level: 1st level studies						
Number of hours per semester	1		2		3	
	I	II	III	IV	V	VI
Full-time studies (l/ex/lab/pr/e)*						30I
Part-time studies (l/ex/lab/pr/e)						24I
Language of subject	English					
Form of subject	lecture					
Aim of subject	To learn the basics of the essence of marketing strategy, its systemic character, factors determining its functioning and practical objectives in transport					
Reference to learning outcomes		Description of learning outcomes			The way of verifying the effect of learning outcomes	
Learning outcomes	PRK					
KNOWLEDGE						
L_W01	P6S_WG	The student be able to explain what marketing is, the philosophy and model of marketing (strategic) management, the evolution of marketing thinking in transport			Knowledge test, written answers to problem questions - Essay, assessment interview - Discussion during exercises	
L_W05	P6S_WG	Students knows what market orientation means, how the marketing system is structured in a transport company, is able to diagnose it.			Knowledge test, written answers to problem questions - Essay, assessment interview - Discussion during exercises	
SKILLS						
L_U01 L_U04	P6S_UW	The student can carry out market segmentation in the field of transport services, and diagnose the current and future market for services in transport. Diagnoses marketing problems in transport			Knowledge test, written answers to problem questions - Essay, assessment interview - Discussion during exercises	
L_U04	P6S_UW	The student is able to design, implement and monitor the implementation of a marketing strategy for a given product /market segment in transport			Knowledge test, written answers to problem questions - Essay, assessment interview - Discussion during exercises	
SOCIAL COMPETENCES						
L_K01	P6S_KK	The student is aware of the fact that he/she is able to increase and improve his/her knowledge in the field of Marketing independently and has the ability to share knowledge and cooperate in a team			Knowledge test, written answers to problem questions - Essay, assessment interview - Discussion during exercises	
L_K03 L_K04	P6S_KR P6S_KO	The student is aware of the need to initiate marketing activities for the public interest in the impact of the transport sector on the wider individual and social environment.			Knowledge test, written answers to problem questions - Essay, assessment interview - Discussion during exercises	
Student workload (in teaching hours 1 hour = 45 minutes)**						

<p>Full-time studied Participation in lectures = 30 Participation in excercises = Excercises preparation = Lectures preparation = 30 Exam preparation = 32 Realization of project tasks = e-learning = Exam = 4 Other (which) = consultations 4 TOTAL: 100 H Number of ECTS points: 4 Including practical courses:</p>	<p>Full-time studied Participation in lectures = 24 Participation in excercises = Excercises preparation = Lectures preparation = 36 Exam preparation = 32 Realization of project tasks = e-learning = Exam = 4 Other (which) = consultations 4 TOTAL: 100 H Number of ECTS points: 4 Including practical courses:</p>
PREREQUISITES	Knowledge of the basics of marketing, marketing management and cooperation and management of human teams
CONTENT OF SUBJECT (divided on direct and e-learning)	Content implemented in a direct format: Exercise: 1. Essence of marketing management and its scope and role in transport 2. Functions of marketing management (planning, organizing, motivating, controlling marketing activities in transport) 3. Market diagnosis, marketing research, analysis of results as a basis for building a strategy and marketing plan in rail transport 4. Implementation, evaluation and modification of marketing activities in transport, existing trends of changes, what are the most frequent pathologies of marketing activities 5. Solving a selected marketing task in transport (e.g. examining the pro-marketing orientation of a transport company) Content implemented in a indirect format: not applicable
REQUIRED LITERATURE	1. Handbook of Marketing Strategy : Venkatesh Shankar, Gregory S. Carpenter. - United Kingdom : Edward Elgar Publishing, Inc, 2012. 2. The Marketing Plan Handbuck Aleksandr Vhernew 2020 3. Strategic international management : text and cases / Dirk Morschett, Hanna Schramm-Klein, Joachim Zentes. - 3rd ed. - Wiesbaden : Springer Gabler, cop. 2015.
ADDITIONAL LITERATURE (min. 2 pieces in English, books or articles)	1. Marketing management : a relationship approach / Svend Hollensen. - 2nd ed. - New York, NY : Pearson Education, 2010. 2. Strategic operations management / Steve Brown, John Bessant, Fu Jia. - 4th ed. - Londyn ; Nowy Jork : Routledge, 2018.
TEACHING METHODS (split of direction and indirection form)	Direct form: Exercises supported by mutimedia presentations, exhibits, films, textbooks and scripts E-learning: not applicable
TEACHING AIDS	mutimedia presentations, exhibits, films, textbooks and scripts
PROJECT (if it is realized)	No applicable
FORM AND PASSING CONDITION (divided into direct and e-learning)	Colloquium for assessment in written form, Answers to questions in the form of an essay - according to the course requirements,

* L-lecture, ex-exercises, lab- lab, pro- project, e- e-learning