

Subject card

Subject name and code	Marketing and Logistics Management, PG_00199707						
Field of study	International Economic Relations						
Date of commencement of studies	October 2026	Academic year of realisation of subject			2027/2028		
Education level	Master'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	2	Language of instruction			Polish		
Semester of study	3	ECTS credits			4.0		
Learning profile	academic	Assessment form			exam		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Tomasz Nowosielski				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	15.0	15.0	0.0	30.0	0.0	60
	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	60		0.0		40.0	100
Subject objectives	The purpose of the course is to prepare students to participate in the transportation service of maritime trade cargoes. Wclasses are attended by representatives of business practice, enterprises: shipowner, shipping company, container terminal operator port container terminal and the company developing the concept of port community system.						
Learning outcomes	Course outcome		Subject outcome			Method of verification	
	[MSGMU2_W03] knows and understands types of economic ties and the regularities governing them; understands the conditions and principles of the functioning of the market and the market mechanism in the national, international and global aspect		The student knows and understands the concepts and principles of intellectual property protection (industrial) and copyright law and understands the necessity of managing the resources of intellectual property. The student takes advantage of the opportunity to consult on issues related to the subject.			[SW1] oral statement/ conversation/discussion [SW5] implementation of a problem task	

Subject contents	<p>1. marketing-logistic management as a concept of resource-market orientation of enterprises - introduction 2. essence and main features of marketing-logistic management 3. marketing-logistic management model and value chain concept 4. Characteristics of the stages of marketing-logistic management 5. production resource flow management - procurement in the marketing-logistic concept of the enterprise 6. implementation of the customer value-added concept in marketing-logistic management of production in the enterprise 7. distribution as a goal of marketing-logistic management and conditions for maintaining relationships with customers 8. marketing-logistic strategies - conditions and concepts of market development of enterprises 9. control of the course of processes in the enterprise as an element of marketing-logistic management 10. development of marketing-logistic management concepts</p>		
Prerequisites and co-requisites	The required basic knowledge includes the basics of organizational management, marketing and logistics.		
Assessment methods and criteria	Subject passing criteria exam and activity	Passing threshold 51.0%	Percentage of the final grade 100.0%
Recommended reading	Basic literature	<p>1. Blaik P., Logistyczna. Koncepcja zintegrowanego zarządzania, PWN, Warszawa 2017 2. Wojciechowski T., Marketingowo-logistyczne zarządzanie przedsiębiorstwem, Difin, Warszawa 2011 3. Harrison A., van Hoek R., Zarządzanie logistyką, PWE, Warszawa 2009 4. Matwiejczuk R., Zarządzanie marketingowo-logistyczne. Wartość i efektywność, Wydawnictwo CH Beck, Warszawa 2006 5. Christopher M., Peck H., Logistyka marketingowa, PWE, Warszawa 2005</p>	
	Supplementary literature	<p>1. Nowosielski T., Budowanie konkurencyjności usług logistycznych w obsłudze ładunków skonteneryzowanych, [w:] Transport morski w międzynarodowych procesach logistycznych, pod red. H. Salmonowicza, Wydawnictwo Zapol, Szczecin 2012 2. Mylewski A., Nowosielski T., Schomburg J., Logistyczne uwarunkowania produkcji energii cieplnej z wykorzystaniem surowców odnawialnych. Case study przedsiębiorstw PERIG i EKOLOG, Gdańsk 2010 3. Nowosielski T., Infrastrukturalne uwarunkowania rozwoju logistyki morskiej, [w:] Funkcjonowanie systemów logistycznych, Prace Naukowe Wyższej szkoły Bankowej, 2/2009</p>	
	eResources addresses		
Example issues/ example questions/ tasks being completed	<p>The functioning of the logistics system and its impact on the efficiency of the enterprise.</p> <p>The role of the marketing system in creating product added value.</p> <p>Creation of the value chain in the enterprise.</p> <p>Innovation in enterprises as a factor in improving the marketing-logistics sphere.</p>		
Work placement	Not applicable		

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