

Subject card

Subject name and code	Marketing Instruments in Logistics, PG_00209080						
Field of study	Economics						
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	4		ECTS credits		2.0		
Learning profile	academic		Assessment form		credit		
Conducting unit	Faculty of Economics -> Rector						
Name and surname of lecturer (lecturers)	Subject supervisor		dr hab. Katarzyna Hebel, prof. UG				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	0.0	15.0	0.0	15.0	0.0	30
	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	30		0.0		20.0	50
Subject objectives	The aim of the subject is to identify and analyze the implementation of marketing instruments in business practice in the logistics sector						

Learning outcomes	Course outcome	Subject outcome	Method of verification
	[EKONMU2_U15] can independently expand and improve acquired knowledge and skills in economics; is open to new ideas and techniques; tends to learn using any accessible method and to interact with other participants of the learning process	The student is able to independently supplement and improve knowledge of marketing instruments in logistics entities and is open to new ideas and techniques, has a tendency to learn using any method and a tendency to interact with other participants in the learning process	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[EKONMU2_W08] has an in-depth knowledge of processes occurring in enterprises and economic organisations and with related areas, as well as of processes of change in public institutions; knows methods of research on the regularities governing these changes, taking into account the influence of external stakeholders on them	The student has in-depth knowledge of the processes taking place in logistics enterprises, knows the methods of examining the regularities governing these changes, taking into account the impact of external stakeholders on them	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[EKONMU2_W04] has an in-depth knowledge of different types of economic and social ties and regularities governing them; has an in-depth knowledge of economic and financial ties between enterprises	The student knows the different types of economic and social ties and the regularities that exist between them, has in-depth knowledge of the economic and financial ties that connect logistics companies with other companies and customers	[SW4] test/exam - oral or written [SW1] oral statement/conversation/discussion [SW2] presentation/project/paper/report
	[EKONMU2_U07] can independently propose solutions to complex economic or social problems, select methods of analysis and conduct conclusive procedures in this respect	The student is able to independently propose solutions to a complex problem using specific marketing instruments for a logistics entity	[SU1] oral statement/conversation/discussion [SU2] presentation/project/paper/report
	[EKONMU2_K02] is aware of the level of their knowledge in the area of solving complex problems in economic,; understands the need to extend and update this knowledge throughout his/her life	The student is aware of his/her knowledge of marketing instruments in logistics entities and understands the need to update it	[SK1] oral statement/conversation/discussion

Subject contents	1. Logistics services and their specificity - The concept, characteristics and types of logistics services - Segmentation and positioning of logistics services - Logistics service as a marketing product 2. Buyers of logistics services - Identification of buyers of logistics services - Scope and process of studying the behavior of buyers of logistics services - Behavior of buyers of logistics services and their determinants 3. Product, process and material certificate of logistics service as marketing instruments - Product as a marketing instrument in logistics - Process as a marketing instrument in logistics - Material certificate of logistics service as a marketing instrument 4. Price as a marketing instrument of services in logistics - Specificity and functions of prices in logistics services - Determinants of prices in logistics services - Methods of shaping prices for logistics services 5. Distribution as marketing instruments of logistics services - Specificity and functions of distribution - Distribution channels - Distribution in marketing and logistics activities of enterprises 6. Promotion of logistics services - Promotion and its instruments in logistics services - Public relations in logistics services - Marketing communication in logistics services 7. Personnel and logistics customer service as instruments of marketing logistics services
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	- Competencies of human resources in logistics - Elements of logistics customer service - Use of human resources in logistics customer service Any doubts regarding the issues discussed can be clarified during the consultations.		
Prerequisites and co-requisites	The student has basic knowledge of economics, is able to interpret market phenomena and is able to cooperate in a group and express his/her opinions		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	activity	51.0%	50.0%
	project	51.0%	50.0%
Recommended reading	Basic literature	Literatura obowiązkowa: <i>Marketing usług logistycznych</i> , red. Naukowa G. Rosa, M. Jedliński, U. Chrachol-Barczyk. Wydawnictwo C.H. Beck, Warszawa 2017. W. Rydzkowski, <i>Usługi logistyczne. Teoria i praktyka</i> , Instytut Logistyki i Magazynowania, Poznań 2011. K.P. Białecki, <i>Instrumenty marketingu</i> , Branta Oficyna Wydawnicza, Warszawa 2006.	
	Supplementary literature	Literatura uzupełniająca: W. Harasim, J. Dziwulski, <i>Logistyczna obsługa klienta i jej znaczenie z perspektywy strategii organizacji (W:) Determinanty nowoczesnego zarządzania</i> , (Red.) W. Harasim, Wyższa Szkoła Promocji, Mediów i Show Businessu, Warszawa 2018 D. Janczewska, <i>Methods and Marketing Instruments of Logistic Processes</i> . Entrepreneurship and Management University of Social Sciences Publishing House", 2015, Volume XVI, Issue 1, pp. 51-64. K. Hebel, O. Wyszomirski, Transportation preferences and travel behaviour of senior citizens in Gdynia in the light of marketing research, <i>Zeszyty Naukowe Uniwersytetu Gdańskiego. Ekonomia Transportu i Logistyka</i> , 2018, nr 76, s. 167-177.	
	eResources addresses		
Example issues/ example questions/ tasks being completed	List and describe selected marketing instruments used in a given logistics company		
	Assess the way marketing instruments are used by a specific logistics entity		
Work placement	Not applicable		

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