



Państwowa Wyższa Szkoła Zawodowa
im. H. Cegielskiego w Gnieźnie

**Institute of Management and
Transport**

Name of modules	Code
Marketing in transport	

COURSE DESCRIPTION CARD		
Field of study: Transport	Training profile (general academic/practical): practical	Course (obligatory/optional): obligatory
Specialization: Logistics and transport technology	Subject offered in: Polish	ECTS 3
Cycle of studies: first	Field of studies: technical sciences	
Status of subject in curriculum (basic, specialized, other)		
Status of subject in curriculum (basic, specialized, other) basic	(general academic, from other department) general academic	
Lecturer in charge of the subject: Unit providing the training: Institute of Management and Transport dr Paweł Romanow e-mail: pawel.romanow@wsl.com.pl		
Initial requirements in knowledge, skills, social competences:		
1	Knowledge:	Has basic knowledge of the basics of marketing in transport
2	Skills:	He can integrate the obtained information, interpret and draw conclusions from them and create and justify opinions, especially in the field of marketing.
3	Social competences:	He understands the need and knows the possibilities of continuous training, is aware of the importance of knowledge of the principles of the functioning of the economy and the basis of marketing decisions in the activities of transport companies.
The aim of the subject: Presenting students with basic knowledge in the field of marketing activities aimed at achieving the assumed business goals in the area of transport		
Training outcomes		
Knowledge: As a result of the training course a student is able to:		Reference to field-related training
1	Defines and explains the basic rights and dependencies in the field of micro- and macroeconomics in terms of marketing. He understands how the market economy works	TIP_W04 TIP_W08 TIP_W11

2	Plays back the general principles of creating and developing forms of individual entrepreneurship. Explains the nature and importance of the economic account of marketing in the management of a transport company	TIP_W02 TIP_W03 TIP_W09 TIP_W011 InzP_W03 InzP_W04
Skills: As a result of the training course a student is able to:		Reference to field-related training
1	Acquire information from domestic and foreign literature, databases and other sources. Analyze the information obtained and interpret and synthesize it	TIP_U01 TIP_U02
2	Plan and prepare a marketing strategy of a transport company, using knowledge in the field of marketing and transport economics	TIP_U11 TIP_U12 InzP_U04
3	Has the ability to self-education, among others In order to improve professional skills with the use of modern teaching tools, such as: remote lectures, websites, teaching programs and e-books	TIP_U05 TIP_U07
Competences: As a result of the training course a student is able to:		Reference to field-related training outcomes
1	He is aware of the need for continuous training. He understands the social role of a technical university graduate	TIP_K01 TIP_K07 InzP_K01
2	Correctly identifies and prudently solves dilemmas related to the profession	TIP_K05
3	He is creative and enterprising	T1P_K06 InzP_K02
Assumed grading methods		
Lecture: written exam - checking knowledge		
Exercises: written colloquium - checking knowledge and skills to solve specific tasks		
Program content		
<ol style="list-style-type: none"> 1. General operating strategies on international transport markets 2. Buyer behavior on international transport markets 3. General product strategies and brand policy in international marketing. 4. Promotional activities on international markets. Legal and cultural conditions 5. International environment of transport enterprises. 6. Strategies for entering foreign markets. 7. International distribution policy. 8. Product policy in the field of packaging 9. Segmentation of buyers on international transport markets 10. Price policy on international transport markets 		

Main bibliography:

1. Smalec A., Marketing międzynarodowy – wybrane zagadnienie, Wyd. Naukowe Uniwersytetu Szczecińskiego, Szczecin 2011
2. Duliniec E., Marketing międzynarodowy, PWE, Warszawa 2004.
3. Grzegorzczak W., Marketing na rynkach zagranicznych. Oficyna Ekonomiczna, Karków 2005

Supplementary bibliography:

1. Wiktor J.W., Oczkowska R., Żbikowska A., Marketing międzynarodowy. Zarys problematyki. PWE, Warszawa 2008.
2. Limański A., Drabik I., Marketing międzynarodowy, Difin, Warszawa 2010.
3. Pietrasieński P., Międzynarodowe strategie marketingowe. PWE, Warszawa 2005.
4. Bartosik-Purgat M., Uwarunkowania kulturowe w marketingu międzynarodowym, Wyd. Akademii Ekonomicznej w Poznaniu, Poznań 2004.

Student's involvement

Studies	full-time studies		part-time study	
	hours	ECTS	hours	ECTS
Total number of hours	90	3	90	3
Hours requiring direct contact with a lecturer	50	2	40	2
Practical classes	0	0	0	0
Activities requiring self-studying	40	1	50	1