

**ENGLISH – SYLLABUS (SPECIALTY)**

**SUBJECT:**

**MARKETING OF LOGISTIC SERVICES**

<b>Studies: Management</b> II cycle studies Excellence in Management Specialty: Management Of Logistic Services			<b>Faculty: Management</b>		
Subject status	Type of studies	Semester/ Term	Teaching hours		ECTS Points
			lectures	classes	
	Full time studies	3	20	16	<b>3</b>

**Course description:**

The Study Programme on Marketing of Logistic Services is designed to immerse students in the unique realm of marketing strategies tailored specifically for the logistics and supply chain industry. It encompasses a comprehensive overview of marketing principles with a focus on their application within the logistics sector. The curriculum covers various aspects, starting from analyzing market trends and segmentation within the logistics industry. Students delve into the intricacies of identifying target markets, understanding consumer behavior, and devising strategies to cater to diverse logistic service needs. Brand building and differentiation strategies take center stage, highlighting the importance of establishing a strong brand presence, positioning, and showcasing unique value propositions to distinguish logistic services in a competitive market. Case studies and real-world examples aid in understanding successful branding within the logistics domain. Customer relationship management forms a fundamental component, emphasizing the significance of maintaining strong client relationships, addressing customer needs, and implementing strategies for customer retention in the logistics context. Furthermore, the integration of digital marketing tools and strategies is explored. Students learn how to leverage digital platforms, social media, and data analytics to craft effective marketing campaigns tailored specifically for logistic services, enabling them to stay relevant in an increasingly digital landscape. The course is filled in with many case studies and practical examples of marketing of logistic problems, so it should be interesting for all those students who are eager to deal with sales management issues also after the course.

**COURSE LEARNING OBJECTIVES:**

1. Understanding Logistic Service Marketing: To provide a comprehensive understanding of marketing principles and strategies tailored specifically for the logistics industry.
  2. Market Analysis and Segmentation: To equip students with skills to analyze market trends, identify target segments, and devise effective marketing strategies within the logistics sector.
  3. Brand Building and Differentiation: To explore techniques for brand building, positioning, and differentiation of logistic services to create a competitive advantage in the market.
  4. Customer Relationship Management: To emphasize the importance of customer-centric approaches, relationship management, and customer retention strategies in logistic service marketing.
  5. Integration of Digital Marketing: To familiarize students with the integration of digital tools, social media, and online platforms for effective marketing campaigns in logistics.
- Teaching the functions and role of marketing logistic services for contemporary market entities, developing skills in solving logistic problems, as well as analysing data (from primary and secondary data).  
 Creating presentations for the reports and written reports on marketing logistic problems.



Training of social competences related to collective problem solving and preparing and introducing all stages of logistic in contemporary world.

**COURSE EVALUATION:**

**Workshops** – desk research report (written and oral), classes participation and activities, case studies

**Lectures** - final exam will be one-choice questions and open questions. (or TBA during classes)

**The grading scale is as follows:**

100% - 85%	5.0 (excellent)
84,9% - 75%	4.5 (very good)
74,9% - 70%	4.0 (good)
69,9% - 60%	3.5 (very satisfactory)
50% - 59,9%	3.0 (satisfactory)
< 50%	2.0 (failure)

**Course policies and class rules:**

The use of smartphones, mobile phones, all devices with internet access, are not allowed during the exams. During other in-class assignments you can use them for assignment purposes only. Students are expected to take full responsibility for their academic work and academic progress. Students are expected to attend class regularly, for consistent attendance offers the most effective opportunity open to all students to gain a developing command of the concepts and materials of the course. The study programme is strict about student attendance regulations. Students who focus on the business of the class increase their likelihood of success. They can do so by listening attentively to the instructor or to other students while participating in discussions. During class, they can participate as fully as possible and volunteer to answer questions. Students should minimise all behaviours that distract others during the class. Talking to other students apart from class discussions is inappropriate. Students who arrive late should seat themselves as quietly and as near to the door as they can. Students who must leave before the class period ends should exit quietly. The course material is designed to be completed within the semester time frame.

Finally, please feel free to come and see me to ask questions or to discuss difficult material. The course material is all cumulative. If you do not understand what happens in the first week, you will not understand what happens in the last week.

**Teaching Methods:**

Lectures and case studies (multimedia, case study – projects on sales management topics)

**Course overview:**

*The Study Program on Marketing of Logistic Services is designed to immerse students in the unique realm of marketing strategies tailored specifically for the logistics and supply chain industry. It encompasses a comprehensive overview of marketing principles with a focus on their application within the logistics sector. The curriculum covers various aspects, starting from analyzing market trends and segmentation within the logistics industry. Students delve into the intricacies of identifying target markets, understanding consumer behavior, and devising strategies to cater to diverse logistic service needs. Brand building and differentiation strategies take center stage, highlighting the importance of establishing a strong brand presence, positioning, and showcasing unique value propositions to distinguish logistic services in a competitive market. Case studies and real-world examples aid in understanding successful branding within the logistics domain. Customer relationship management forms a fundamental component, emphasizing the significance of maintaining strong client relationships, addressing customer needs, and implementing strategies for customer retention in the logistics context. Furthermore, the integration of digital marketing tools and strategies is explored. Students learn how to leverage digital platforms, social media, and data analytics to craft effective marketing campaigns tailored specifically for logistic services, enabling them to stay relevant in an increasingly digital landscape.*

**Main topics:**

1. Introduction to Logistic Services Marketing
2. Market Analysis and Segmentation in Logistics
3. Brand Building and Positioning Strategies
4. Customer Relationship Management in Logistics
5. Digital Marketing Integration for Logistics
6. Content Marketing for Logistic Services
7. Pricing Strategies in Logistic Service Marketing
8. Marketing Communication Channels in Logistics
9. Consumer Behavior in Logistic Service Context

**Literature****Main texts:**

1. Johnson, Mark - "Marketing Strategies for Logistic Services" - ABC Publishing - 2018
2. Patel, Neha - "Digital Marketing in Logistics: Harnessing Online Platforms" - XYZ Press - 2017
3. Lee, Christopher - "Brand Building in Logistics: Creating a Unique Identity" - LMN Books - 2018
4. Garcia, Sofia - "Customer-Centric Approach in Logistic Service Marketing" - QRS Publishers - 2018

**Additional required reading material:**

1. Wang, Li - "Data-Driven Marketing in the Logistics Industry" - NOP Company - 2018
2. Chen, David - "Integrated Marketing Communication for Logistic Services" - RST Publications - 2017
3. Smith, Emily - "Content Marketing Strategies for Logistics Professionals" - DEF Press - 2018
4. Taylor, Michael - "Consumer Behavior in Logistics: Understanding Buyer Decisions" - GHI Publishers - 2018
5. Brown, Sarah - "Pricing Strategies for Logistic Services: Maximizing Value" - JKL Books - 2018

**Rules of the exams on subject (Assessments)**

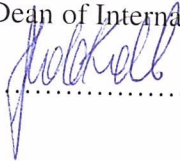
Lectures – Written exam (test and case study)

Classes – case study, discussion, attendance, activities, project, essay

Date of submitting the syllabus: 30.09.2023

Accepted by: Dean of International Affairs

Signature: .....



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