

Course title	COMMUNICATION AND SALES STRATEGIES IN LOGISTICS						ECTS code	14.3.EE.FZ.2008				
							ECTS credits	3				
							max. students	20				
Name of unit administrating study	KPT	Field of study	Economics/MSG**		Field of specialisation	HZ;TiL;BE;TP;IWG;						
Teaching staff	Dorota Książkiewicz, Ph.D.											
Number of hours												
Lectures	15	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0	
Forma aktywności						Year&Type of studies*	1 SS2, 2 SS2,					
Hours with the participation of the academic teacher (including office hours, exams, others):						Semester:	1, 3,					
Hours without the participation of the academic teacher (student's self-study, homeworks):						Type of course:	optional					
Total number of hours:						0	Language of instruction:	English				
Teaching form	blended learning											
Teaching methods	Case studies, E-learning,											
Prerequisites (required courses and introductory requirements)												
Required courses	Basic logistics knowledge.											
Introductory requirements	The specificity of transportation and logistic services market.											
Assessment method, forms and criteria												
Assessment method	Course completion (graded)											
Assessment criteria	Students are supposed to prepare projects in groups. Projects are marked in relation to their contents and the way it is prepared and presented.											
Course objectives												
The goal is to present the tools and techniques related to effective communication in international trade. The focus is on international communication and regional approach to trade processes, featuring transport and logistic issues.												
Learning outcomes												
Knowledge	E2_W02	Students are able to identify basic market relations in logistics and name the levels of communication between the subjects involved.										
	E2_W06	Students understand basic factors of effective communication and its role in logistic processes. Students can name basic marketing strategies and understand their impact on consumer relations.										
Verification of learning outcomes - Knowledge												
Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project	
E2_W02								X				
E2_W06						X						
Skills	E2_U02	Students can identify and analyse various levels of communication in logistic processes.										
	E2_U04	They can build marketing strategies based on communication.										
Verification of learning outcomes - Skills												
Outcomes												

	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E2_U02								X			
E2_U04						X					
Attitudes	E2_K03	Students are involved in planning and implementation processes of communication strategies									
	E2_K07	Students are able to build an effective communication in both personal and business relations									

Verification of learning outcomes - Attitudes

Outcomes	written exam	oral exam	test	essay/paper /portfolio	tasks/ homeworks	individual presentation	group presentation	classroom activities	classroom discussion	individual project	group project
E2_K03								X			
E2_K07						X					

Course contents

1. Basic market relations in logistics
2. Key factors of effective communication
3. Marketing strategies and consumer relations
4. Corporate Social Responsibility (CSR) in logistics
5. Quality and pricing
6. How to build an effective service offer?
7. Regional approach to negotiations and communication

Recommended reading lists

1. Robert B. Cialdini: Influence. Science and Practice. Fourth Edition, A Pearson Education Company.
2. Handbook of Interpersonal Communication, edited by G. Antos i E. Ventola. Walter de Gruyter GmbH & Co. KG, Berlin 2008.
3. Hartley, Peter: Interpersonal Communication. London ; New York : Routledge, 1993.
4. [Robert C. Blattberg, Scott A. Neslin. Sales promotion : concepts, methods and strategies. Englewood Cliffs, Prentice Hall, 1990](#)
5. Robert B. Cialdini, Influence: how and why people agree to things.
6. D. Książkiewicz: EDUCATIONAL PROGRAMMES AS PART OF CORPORATE SOCIAL RESPONSIBILITY. ZN UG Economics and Logistics vol 69/2017

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* SS1- undergraduate studies * SS2 - graduate studies * SDang - doctoral studies
 ** MSG - International Economic Relations