

Course title	COMMUNICATION AND SALES STRATEGIES IN LOGISTICS						ECTS code	14.3.EE.FZ.2009				
							ECTS credits					
							max. students	20				
Name of unit administrating study	KPT	Field of study	Economics/MSG**		Field of specialisation	TiL;HZ;						
Teaching staff	Dorota Książkiewicz, Ph.D.											
Number of hours												
Lectures	0	Classes	0	Tutorials	0	Laboratory	0	Seminars	0	Language classes	0	
Forma aktywności						Year&Type of studies*	2 NS2, 3 NS2-3,					
Hours with the participation of the academic teacher (including office hours, exams, others):						Semester:	3, 5,					
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 knowledge according logistic processes and competition rules on logistic market.											
Introductory requirements	Basic logistic knowledge.											
Assessment method, forms and criteria												
Assessment method	Course completion (graded)											
Assessment criteria	Students are supposed to prepare projects in groups. Presentations 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 trade negotiations. Focus is on international communication and regional approach to negotiation processes, featuring transport and logistic issues.												
Learning outcomes												
Knowledge	E2_W02	Student ma wiedzę dotyczącą zagadnień związanych ze specyfiką sprzedaży i komunikacji rynkowej związanej ze sferą sprzedaży usług logistycznych										
	E2_W06	Student rozumie techniki i narzędzia zarządzania sprzedażą usług logistycznych										
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	Umie zaplanować metody komunikacji oraz prowadzenia negocjacji handlowych w zakresie sprzedaży usług logistycznych										
	E2_U04	Student potrafi zaprojektować kanały oraz sposoby komunikacji z kontrahentami										
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	Student angażuje się w procesy planowania i wdrożenia strategii komunikacji rynkowej									
	E2_K07	Student potrafi komunikować się z otoczeniem rynkowym przedsiębiorstwa oraz dobrać efektywne techniki sprzedaży do profilu prowadzonych negocjacji handlowych									

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?

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

Contact

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* SS1- undergraduate studies * SS2 - graduate studies * SDang - doctoral studies

** MSG - International Economic Relations