

## Maritime Logistics & Marketing

Basic Course Specification		
Course Title	Course Code	Program on which the course is given
Maritime Logistics & Marketing	SP 493	Bachelor
Academic Year	Specialization (units of study)	Pre-Requisites
2020-2021	Theoretical 1hrs ./week Application 3 hrs./week Credit 2 Cr	SP 473

### Overall Course Objectives

- On completion of the course, students will be able to discuss, explain and analyses in the context of maritime transport, the concept and development of modern logistics, including supply chain management, and marketing.

**Course Learning Outcomes.** By successful completion of the course each student will be able to:

Topic	Linking to PLOs	Midterm Assessment	12 <sup>th</sup> Week Assessment	Class Activities	Final Exam
1. Understand the principles and problems of port marketing.	i, k	√	√	√	
2. Explain how to design, analyze, and operate logistics systems in ports.	h, i, k	√	√	√	√
3. Differentiate the different types, functions and practices of efficient marketing techniques in the development and expansion of seaport logistics services.	h, i, j		√	√	√
4. Examine the specific position of shipping and ports in the logistics and supply chain.	h, i, j		√	√	√
5. Forecast the future demand for port service by analyzing available data.	h, i		√	√	√

### Course Content

Lec./ Week #	Topic	Hrs. #	Theoretical	Application
1	<ul style="list-style-type: none"> <li>• Introduction to maritime logistics.</li> <li>• Introduction to marketing.</li> </ul>	4	1	3
2	<ul style="list-style-type: none"> <li>• Maritime transport and logistics as trade facilitator.</li> <li>• Introduction to Marketing (continue).</li> </ul>	4	1	3
3	<ul style="list-style-type: none"> <li>• International maritime trade and logistics.</li> <li>• Company and Marketing strategy.</li> </ul>	4	1	3
4	<ul style="list-style-type: none"> <li>• Defining maritime logistics and its value.</li> </ul>	4	1	3

Course Content				
Lec./ Week #	Topic	Hrs. #	Theoretical	Application
	<ul style="list-style-type: none"> <li>Marketing Plan.</li> </ul>			
5	<ul style="list-style-type: none"> <li>Hinterland logistics and global supply chains.</li> <li>Marketing Plan (continue).</li> </ul>	4	1	3
6	<ul style="list-style-type: none"> <li>Human elements in maritime logistics.</li> <li>Marketing Information.</li> </ul>	4	1	3
7	<ul style="list-style-type: none"> <li>General revision.</li> <li><b>7th week Assessment.</b></li> </ul>	4	1	3
8	<ul style="list-style-type: none"> <li>Intermodal freight transport and logistics.</li> <li>Creating Competitive advantage.</li> </ul>	4	1	3
9	<ul style="list-style-type: none"> <li>Supply chain integration of shipping companies.</li> <li>Understanding the Shipping Market.</li> </ul>	4	1	3
10	<ul style="list-style-type: none"> <li>Tanker shipping logistics.</li> <li>Shipping Market.</li> </ul>	4	1	3
11	<ul style="list-style-type: none"> <li>Dry bulk shipping logistics.</li> <li>Shipping Market (continue).</li> </ul>	4	1	3
12	<ul style="list-style-type: none"> <li>General revision.</li> <li><b>12th week Assessment.</b></li> </ul>	4	1	3
13	<ul style="list-style-type: none"> <li>Dry ports in concept and practice.</li> <li>Marketing in shipping companies.</li> </ul>	4	1	3
14	<ul style="list-style-type: none"> <li>Port-centric logistics in concept and practice.</li> <li>Liner Shipping Marketing.</li> </ul>	4	1	3
15	<ul style="list-style-type: none"> <li>Public-private partnerships and port logistics Performance.</li> <li>Port &amp; Terminal Marketing.</li> </ul>	4	1	3
16	<ul style="list-style-type: none"> <li><b>Final Assessment.</b></li> </ul>			
<b>Total Hours</b>		<b>60</b>	<b>15</b>	<b>45</b>
<b>Teaching &amp; Learning Methods</b>		<b>Facilities Required for Teaching &amp; Learning Methods</b>		
Explaining and demonstrating the lesson contents – Delivery of experience - discussing and asking questions to interact with students – solving examples.		White Board& data show		
<b>Students Assessment Methods</b>				
<b>Assessment Schedule</b>				
Assessment#1		Week 7		
Assessment#2		Week 12		
Assessment#3		Week 16		
<b>Grading Method</b>				
Midterm Assessment	Written exam		<b>30%</b>	

Course Content				
Lec./ Week #	Topic	Hrs. #	Theoretical	Application
12 <sup>th</sup> week Assessment	Written exam		20%	
Class Activities	Participation – Quiz		10%	
Final Exam	Written exam		40%	

<b>Total</b>	<b>100 %</b>
<b>Assessment criteria shall meet the standards of the STCW 78 convention "as amended"; and in the light of the related IMO model courses.</b>	

Staff Requirements	
Master FG/Ph.D.	
List of References	
Course Notes	Essential Books
Lecturer notes	<ul style="list-style-type: none"> <li>• Business logistics supply chain management by Ronald H. Ballou</li> <li>• International Business: The Challenge of Global Competition, 13th Edition By Donald Ball and Michael Geringer</li> <li>• Principles of Marketing by Philip Kotler, 11th edition</li> <li>• UNCTAD monograph on port management</li> <li>• Elements of Shipping by Alan E. Branch</li> </ul>
Recommended Books	Periodicals and Publications
<ul style="list-style-type: none"> <li>• Container Ships. R. Carpenter, London, Model &amp; Allied Pub. LTD.</li> <li>• Taylor L.G. Cargo Work – 12th Edition Glasgow, Brown, Son &amp; Ferguson LTD.</li> <li>• Thomas, R.E., Revised By Rankin, K.S. Stowage: The Properties &amp; Stowage of Cargoes, 3rd Edition. Glasgow, Brown, Son &amp; Ferguson LTD.</li> </ul>	IMO model courses.
Others (websites, e-books...etc)	
<ul style="list-style-type: none"> <li>• <a href="http://smallbusiness.chron.com/marketing-plan-logistic-business-3238.html">http://smallbusiness.chron.com/marketing-plan-logistic-business-3238.html</a></li> <li>• <a href="http://www.mbaskool.com/brandguide/transport-and-logistics/4473-maersk.html">http://www.mbaskool.com/brandguide/transport-and-logistics/4473-maersk.html</a></li> </ul>	

### Accreditation Bodies

- \*Egyptian Authority for Maritime Safety (EAMS)
- \*European Commission (EC)
- \*ISO (9001 – 2015) DNV-GL\*
- \*Central Evaluation and Accreditation Agency Hanover, Germany (ZEVA)
- \*Ministry of Education (KSA)
- Ministry of Higher Education (Greece)\*
- \*Ministry of Higher Education (Oman)
- \*Commission for Academic Accreditation (CAA), Ministry of higher Education (UAE)
- \*University of Plymouth, United Kingdom (dual degree)

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