Title of the Course	**ECONOMY AND MARKETING OF LOGISTICS**		
Amount in credit points/ ECTS)	2/3	Volume (in hours)	80
Prior knowledge			
Science Sector	Economics and entrepreneurship		
Science Subsector	Economics and marketing		

Summary of academic hours	Amount (academic hours)
Distance learning	40
Contact hours / video lessons	8
Exercises, self – assessment questions and tests	14
Individual work/ discussions in distance	16
Exams/tests	2

1st level professional study programme	Business Logistics
Author(s) of the course	Mg.oec. Svetlana Polovko
Lecturer(s) of the course	Mg.oec. Svetlana Polovko
Goal of the course:	To develop students' understanding about economy and marketing in the context of logistics, as well as practical skills in the analysis of economic situations and implementation of marketing activities.
Requirements for obtaining credit points (structure of course evaluation):	The final evaluation is calculated: Moodle discussion/tasks – 50% Exam – 50% *For obtaining final evaluation, both activities should hold successful evaluation – not below 4 points.* *Final evaluation is the average grade in 10-point system, in proportion of percentage distributed amongst both activities*

Study Results

1. *Knowledge*:
    1.1. A student names terminology and definitions in economy and marketing, the essence of macro and micro-economic processes in the national and global economy;
    1.2. A student names indicators of economy and their influence on the processes of logistics;
    1.3. A student illustrates different marketing elements, their main realization principles.
2. *Skills:*
    2.1. A student analyses economic situation in national economy;
    2.2. A student illustrates and analyses economic processes and assesses their influence in logistics processes;
    2.3. A student applies some of the marketing elements and methods in an enterprise.
3. *Competences*:
    3.1. A student justifies the influence of operation of economic system on the overall operation o fan enterprise, independently analyses, compares and assesses today's economic problems based on the gained knowledge;
    3.2. A student develops a system of marketing activities in an enterprise, using several marketing methods.

Content of the Course

No.	Subjects	Contact hours, video, audio lessons	Distance learning	Exercises, self-assessment questions and tests	Individual task – remote discussion. Description of the individual task is available in the E-studies	Exam
1.	Basic problems of economics. Resources. Market and economics system. Economics system in Latvia and its peculiarities.		5	1	2	
2.	Goals and sectors of macro-economics. Basic indicators of macro-economics. Influence of change of basic macro-economics indicators on resident well-being. Fiscal and monetary politics.		5	1	2	
3.	Cyclic development of economics. Inflation. Employment and un-employment.		5	2	2	
4.	International economic relations. External trade policy and its influence on logistics processes. Causes of international trade restrictions.	8	5	2	2	2
5.	Notion and essence of marketing: goals, functions, historic development.		5	2	2	
6.	Marketing environment and its analysis in logistics enterprise.		5	2	2	
7.	Defining target market. Market segmentation. Positioning.		5	2	2	
8.	Definition of a product. Classification of products. Product characteristics Service marketing. Complex of marketing		5	2	2	

services. Analysis of product portfolio.					
TOTAL:	8	40	14	16	2
	80				

Mastering the course and successfully passing examination, student is capable of *(knowledge, skills and competencies)*

Study Results:	Evaluation Criteria		
	(40-69%)	*(70-89%)*	*(90-100%)*
Knowledge	Know and define basic notions	Show the knowledge on the interrelation of facts, principles, processes, uses it in studies	Show general knowledge on the interrelation of facts and theories, use it in studies and professional activity
Skills	Solve work tasks by choosing and applying the basic methods, tools, materials and technologies	Independently organize one's work, complete work tasks by choosing and applying the basic methods, tools, materials, information and technologies	Effectively organize one's work, complete work tasks and creatively solves problems by choosing and applying the basic methods, tools, materials, information and technologies
Competences	Respond to work results in interchangeable work environment by acting in line with instructions	Independently plan study and work task completion or problem solving in interchangeable work environment by adjusting one's action to the conditions	Independently and effectively plan study and work task completion or problem solving in interchangeable work environment by adjusting one's action to the conditions

Acknowledgement of the obtained study results

Study Results Evaluation Method	1.1.-1.3.	2.1.-2.2.	3.1.
Moodle discussions/tasks	X	X	X
Exam	X	X	X

Core Literature

1.	Bikse V Ekonomikas teorijas pamatprincipi. Rīga : Izglītības soļi.. 2007. 454 lpp.
2.	Praude V. Mārketings: teorija un prakse. 2. grāmata, 3. izd. Rīga: Burtene, 2011. 348 lpp.
3.	Latiševs V. Praktisks palīglīdzeklis ārējās tirdzniecības darījumu noformēšanai Merkurij. 2015

Additional Literature

1.	Makroekonomika (4.izd.). Rīga : RTU izdevniecība. Šenfelde M. 2012. 244 lpp.
2.	Biznesa ekonomika (2.izd.). Rīga : Jāņa Rozes apgāds. Hofs K.G., sadarbībā ar Alsiņu R. 2011. 603 lpp.
3.	Economics: principles, problems and policies. New York: McGraw-Hill. McConnell C.R., Brue S.L.2005. 733 p.
4.	Kotlers F. Mārketinga pamati. Rīga: Jumava, 2008, 648 lpp.
5.	Bizness pāri robežām: Praktisks ceļvedis jaunu tirgu apgūšanā. Sast. T.Volkova. Rīga: LU Akadēmiskais apgāds, 2010, 183 lpp.

Recommended Periodicals

1.	Centrālā Statistikas pārvalde. Pieejams: www.csb.gov.lv
2.	Latvijas Banka. Pieejams: www.bank.lv
3.	World Trade Organization Pieejams: https://www.wto.org
4.	European Union Statistics Pieejams: https://ec.europa.eu/eurostat/home
5.	International Trade Statistics Trade Map. Pieejams: https://www.trademap.org