

Subject name	Marketing Management of Forest Products and Services	
Subject code	E.2.MMFP.SC.ECTIE.L	
Department	Department of Forest Management, Geomatics and Forest Economics	
Faculty	Forestry	
Subject supervisor/Lecturer	Dr Marcin Piszczek	
General information	semester	winter
	ECTS credits	4.00
	Lectures total	15
	Classes	15
Objective and general description	<p>The course will familiarize students with the composition and structure of forest products market. They will learn the skill of creating marketing-mix (product/service creating, price, place, promotion).</p> <p>The course will focus mainly on timber market in Poland and selected countries in Central Europe</p> <p><u>Lectures 5 x 3 hours</u></p> <ol style="list-style-type: none"> 1. Characteristic and division of forest products and services. Marketing characteristic of raw material markets. Market mechanism. 2. Natural, economical, legal factors creating amount and structure of supply and demand on timber market. Forest products/services creating process and market strategies. <p>Market segmentation (focused on timber market). Basic rules of products/services and assortment management.</p> <ol style="list-style-type: none"> 3. Factors and objectives influencing timber pricing. Reasons of price diversification. Methods of pricing on timber market. <p>Price strategies.</p> <ol style="list-style-type: none"> 4. Types, systems and factors creating forest products/services distribution (focused on timber market). 5. Composition of a promotion-mix. Possibilities of branding and timber promotion. Image of a forester profession and its creation by forest education (based on the Polish example). <p><u>Classes 5 x 3 hours</u></p> <ol style="list-style-type: none"> 1. Management of a selected forest product/service in a market life cycle. 2. Pricing project of a selected forest product/service. 3. Distribution project of a selected forest product/service. 4. Promotion project of a selected forest product/service. 5. Project of marketing-mix for a forest inspectorate having oversupply after a natural disaster. 	
Assessment method	Examination	
References	<ol style="list-style-type: none"> 1 Duerr W. A., 1993, Introduction to Forest Resources Economics, New York 2 Hutt M. D., Speh T. W., 1995, Business Marketing Management. A Strategic View of Industrial and Organizational Markets, fifth edition, Dryden Press 3 Piszczek M. 1998, Negotiate and Competitive Processes on Timber Market, in: Current Economic Question in Forestry and Forest 	

Industry, University of Sopron

4 Piszczek M., 1999, Timber distribution goals and tasks set by forestry and forest industry, in: Logisticko-Distribucne Systemy, Zvolen

5 Zajac S., 1995, Studies on raw wood markets in selected European countries, in: Marketing in Forest Enterprises, proceedings of the IUFRO working group S4.04-02, Warsaw.