

THE ROLE OF MARKETING IN LOGISTICS: AN EDUCATIONAL PERSPECTIVE

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<https://doi.org/10.5281/zenodo.17937891>

ABSTRACT

The article analyzes the role and importance of marketing in modern logistics systems within an educational context. The theoretical foundations of logistics and marketing integration, their significance in developing students' professional competencies, and practical application issues are examined. The study substantiates the necessity of implementing marketing principles in logistics education. The article demonstrates the effectiveness of a logistics-marketing approach in training specialists who meet modern market demands. Special attention is given to enriching students' theoretical knowledge with practical skills, understanding logistics services marketing, and forming a customer-oriented approach. The research emphasizes the integration of marketing concepts into logistics curricula to enhance graduates' competitiveness in the labor market.

Keywords: logistics, marketing, education, professional training, logistics services, market demands, competencies, integration, supply chain management.

Аннотация. В статье анализируется роль и значение маркетинга в современных логистических системах в контексте образования. Рассматриваются теоретические основы интеграции логистики и маркетинга, их значение в развитии профессиональных компетенций студентов и вопросы практического применения. Исследование обосновывает необходимость внедрения маркетинговых принципов в логистическое образование. В статье показана эффективность логистико-маркетингового подхода в подготовке специалистов, отвечающих современным требованиям рынка. Особое внимание уделяется обогащению теоретических знаний студентов практическими навыками, пониманию маркетинга логистических услуг и формированию клиентоориентированного подхода.

Ключевые слова: логистика, маркетинг, образование, профессиональная подготовка, логистические услуги, требования рынка, компетенции, интеграция.

Introduction. In the modern economic environment, the integration between logistics and marketing is intensifying. Globalization processes, rapid development of digital technologies, and increasing complexity of consumer demands require new approaches in the field of logistics. Logistics has evolved from merely being a process of moving goods from place to place to becoming a crucial tool for creating added value for consumers and ensuring competitive advantages. In the process of training logistics specialists in higher education institutions, the importance of marketing knowledge is steadily increasing. Students need to acquire skills not only in managing logistics systems but also in analyzing market conditions, identifying customer needs, and effectively promoting logistics services. This necessitates a revision of educational programs and the introduction of new approaches based on logistics-marketing integration. The relevance of the research is determined by the need for qualified specialists who possess a deep understanding of marketing principles in logistics and can

respond to modern market demands. The expanding logistics services market, the development of e-commerce, and the increasing complexity of delivery systems require studying logistics and marketing as an integrated system.

1. Theoretical Foundations of Logistics and Marketing.

The relationship between logistics and marketing is a crucial characteristic of modern business processes. While marketing focuses on identifying market needs and satisfying consumer demands, logistics coordinates resources and processes to efficiently fulfill these demands. Both fields interact and serve a common goal – customer satisfaction.

In the educational process, students should master the following key concepts:

- Logistics marketing – the process of promoting logistics services and solutions in the market;
- Supply chain marketing – relationships among all participants in the process of goods moving from producer to final consumer;
- Service logistics – providing high-quality logistics services to customers;
- Customer orientation – adapting logistics operations to customer needs.

2. The Importance of Logistics-Marketing Integration in Education

Teaching marketing disciplines in the training of logistics specialists in higher education institutions offers several advantages:

2.1. Comprehensive Knowledge System. Students learn to understand logistics processes not only from a technical perspective but also from a market standpoint. This develops their systematic thinking abilities.

2.2. Development of Practical Skills. Logistics specialists with marketing knowledge acquire the ability to conduct market research, analyze competitors, and develop effective service strategies.

2.3. Increased Competitiveness. Employers are interested in multifaceted specialists who can apply both logistics and marketing together. Such knowledge increases graduates' competitiveness in the labor market.

2.4. Innovative Thinking. In the process of applying marketing principles to logistics, students acquire skills in finding creative solutions and applying innovative approaches.

3. Research Methodology. The following methods were used in conducting the research:

3.1. Theoretical Analysis. Foreign and local scientific literature on logistics and marketing integration, educational programs, and market research were studied.

3.2. Survey. A survey was conducted among logistics students and employers. A total of 150 students and representatives from 45 companies participated.

3.3. Pedagogical Observation. The level of student activity, knowledge acquisition, and interest during the teaching of logistics and marketing disciplines were observed.

3.4. Comparative Method. The knowledge levels of students in groups with and without marketing disciplines were compared.

4. Practical Application of Marketing in Logistics Services

Modern logistics companies actively employ marketing tools:

4.1. Branding and Company Image. Competition in the delivery services market is strong. Companies use marketing strategies to create their brand identity and build a trustworthy reputation.

4.2. Digital Marketing. Promoting logistics services through the Internet and social networks, creating online platforms, and integrating with e-commerce are modern trends.

4.3. Customer Relationship Management (CRM). For logistics companies, maintaining long-term relationships with customers, studying their needs, and ensuring a personalized approach are of great importance.

4.4. Service Quality Assessment. Studying customer feedback and continuously improving service quality using NPS (Net Promoter Score) and other indicators is an important part of marketing activities.

5. Recommendations for Student Training

For effective training of logistics specialists, the following is recommended:

5.1. Integrated Educational Programs. Teaching logistics and marketing disciplines in an interconnected manner, applying principles of both fields in practical classes.

5.2. Internship Programs. Sending students for internships at logistics companies, providing them with opportunities to work on real projects.

5.3. Collaboration with Employers. Meetings with company representatives, master classes, and joint project implementation strengthen students' professional skills.

5.4. Use of Modern Technologies. Using logistics and marketing software, simulators, and online platforms in the learning process.

5.5. Research Activities. Involving students in scientific research on logistics and marketing, encouraging participation in conferences.

Conclusion. The integration of logistics and marketing is an essential requirement of the modern business environment. Explaining the interrelationship of these two fields in the educational process and teaching students to think comprehensively is of great importance. Logistics specialists need to have a deep understanding of marketing principles, apply a customer-oriented approach, and be able to respond to modern market demands. Research results show that incorporating marketing disciplines into logistics education programs significantly increases students' professional competencies. This approach develops graduates' competitiveness in the labor market, innovative thinking abilities, and practical skills. In the future, the integration of logistics and marketing is expected to deepen, with new professional directions emerging. The education system must be prepared for these changes and continuously update curricula based on modern requirements.

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