

COURSE OUTLINE

(1) GENERAL

SCHOOL		OF BUSINESS STUDIES		
ACADEMIC UNIT		SHIPPING, TRADE & TRANSPORT		
LEVEL OF STUDIES		UNDERGRADUATE		
COURSE CODE	ΔΙ0300	SEMESTER		4 th
COURSE TITLE		MARKETING		
INDEPENDENT TEACHING ACTIVITIES		WEEKLY TEACHING HOURS	CREDITS	ECTS
		3	5	5
COURSE TYPE		M4.016 BACKGROUND - COMPULSORY		
PREREQUISITE COURSES:		N/A		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:		GREEK		
IS THE COURSE OFFERED TO ERASMUS STUDENTS				
COURSE WEBSITE (URL)		https://eclass.aegean.gr/courses/TNEY234/		

(2) LEARNING OUTCOMES

Learning outcomes
<p>The purpose of this course is to:</p> <p>Present the role and contribution of marketing in society, the business and the final consumer. Introduce the fundamental concepts of marketing. Outline marketing decisions and activities within a company and the relationship of marketing with other business functions.</p> <p>The learning outcomes are outlined as:</p> <p>Students having completed the course successfully should be able to:</p> <p>Describe marketing activities within a company, the role of the marketing director, as well as, tasks and responsibilities of people working for the marketing department. Describe the role of customer on marketing and business decisions. Carry out a 4Ps analysis and draw conclusions useful in marketing decision making as well as strategy formulation for the entire organisation. Explain and analyze core marketing concepts, theories and instruments. Evaluate business information on the basis of marketing management theory and practice</p>
General Competences
<ul style="list-style-type: none"> • Working independently • Team work • Criticism and self-criticism • Working in an interdisciplinary environment • Production of free, creative and inductive thinking

- Search for, analysis of data and information, with the use of the necessary technology
- Project planning and management

(3) SYLLABUS

This course discusses the key concepts in marketing and introduces the student to what is necessary to understand the most important decisions that need to be made when marketing a product or range of products.

Areas covered include understanding what exactly marketing is and its role within the organisation; the marketing environment, including competitors and customers; market segmentation, evaluation and selection; several aspects of marketing strategy and ways of determining the most appropriate strategy; the 4P's of the marketing mix (product, price, place and promotion), as well as various other topics such as the product life-cycle, new product introduction, and marketing in international/global markets.

The core syllabus includes:

- Introduction
- Marketing definitions, philosophies
- Marketing management, strategic planning and the role of marketing in the organisation

- The Marketing Environment
- The micro-environment (the company, suppliers, marketing intermediaries, customers, competitors etc.)
- The micro-environment (demographic, economic, natural, technological, political cultural environment)
- Market research and marketing information systems

- Target Market Determination and Selection
- Type of markets and products
- Market segmentation
- Market targeting
- Market positioning

- The Marketing Mix (4Ps)
- Product (offering), packaging, brand name
- Pricing, pricing strategies, criteria for selecting pricing strategies
- Place and distribution, selecting channels of distribution, criteria for selection
- Integrated Marketing Communication (IMC), communication strategies and promotional tools

- Product Life Cycle & Product Development
- Product life cycle and its stages
- New product development

- Specialized Topics in Marketing

(4) TEACHING and LEARNING METHODS - EVALUATION

DELIVERY.	Face-to-face, physical presence in class	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY	Use of ICT in teaching, communication with students	
TEACHING METHODS	<i>Activity</i>	<i>Semester workload</i>
	Lectures	39 hours
	Study and analysis of bibliography	25 hours
	Group assignments/ Coursework/ case study analysis	20 hours
	Independent study	41 hours
	Course total	125 hours
STUDENT PERFORMANCE EVALUATION	<p>Student evaluation procedures and final course grading are based on the weighted combination of:</p> <ul style="list-style-type: none"> - written exam: (100%) <p>Language of student evaluation: Greek with specialized terminology in English.</p>	

(5) ATTACHED BIBLIOGRAPHY

<p>Suggested bibliography:</p> <p>Siomkos, G. (2018). Strategic Marketing, 5th edition, BROKEN HILL PUBLISHERS LTD [ISBN 789925563685], [Eudoxus 77108572].</p> <p>Paantouvakis, A. (2020). The Logic of Marketing, Publishing Company Livanis, 1st edition [ISBN: 978-618-5513-16-0], [Eudoxus 94700065].</p> <p>Additional bibliography:</p> <p>Tsklanganos, A. & P. Tsaklanganou (2018). Basic Principles of Marketing, 4th edition, Thessaloniki: Publishing Company Kyriakidis S.A. [ISBN 978-960-602-027-8], [Eudoxus 50662530].</p> <p>Kotler P., Armstrong G., Saunders J., V. Wong (2001). Principles of Marketing, 2nd edition (translated in Greek from Prentice Hall Publishers), Athens: Publishers Klidarithmos [ISBN 960-209-468-0].</p>
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