

COURSE OUTLINE

(1) GENERAL

SCHOOL	OF BUSINESS STUDIES		
ACADEMIC UNIT	SHIPPING, TRADE & TRANSPORT		
LEVEL OF STUDIES	UNDERGRADUATE		
COURSE CODE	EΔ0005	SEMESTER	7 th
COURSE TITLE	INDUSTRIAL MARKETING		
INDEPENDENT TEACHING ACTIVITIES		WEEKLY TEACHING HOURS	CREDITS
		3	5
COURSE TYPE	M4.017 SUBJECT AREA COURSE – ELECTIVE		
PREREQUISITE COURSES:	AFTER SUCCESSFUL EXAMINATION OF 16 COMPULSORY COURSES		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	GREEK		
IS THE COURSE OFFERED TO ERASMUS STUDENTS			
COURSE WEBSITE (URL)	http://www.stt.aegean.gr/images/programma-spoudon/sem7		

(2) LEARNING OUTCOMES

Learning outcomes
<p>The purpose of this course is to:</p> <ul style="list-style-type: none"> ▪ Familiarize students with concepts such as industrial products, suppliers, industrial customers and industrial markets. ▪ Help students understand the characteristics and the way in which industrial (B2B) markets operate. ▪ Analyse functions and activities of industrial firms with respect to their products, services, markets and industries served. ▪ Equip students with specialised knowledge in selected industrial market settings. <p>Having completed the course successfully, students should be able to:</p> <ul style="list-style-type: none"> ▪ Explain the nature and operation of the industrial chain (the industrial buying process, participants, criteria for selecting and evaluating participants). ▪ Explain the main differences between industrial and consumer markets. ▪ Apply the principles of marketing to industrial (business-to-business) settings, using their critical and analytical skills and ability. ▪ Conceptualise certain marketing solutions in industrial marketing settings.
General Competences

- Search for, analysis and synthesis of data and information, with the use of the necessary technology
- Working independently
- Team work
- Working in an interdisciplinary environment
- Working in an international environment
- Adapting to new situations
- Production of new research ideas

(3) SYLLABUS

Introduction, Definitions and Basic Concepts

- The nature of industrial markets, participants, channels
- Definitions: Industrial products, industrial markets, industrial customers and their classifications
- Industrial marketing vs. consumer marketing

Characteristics of Industrial Markets, Functional Aspects with Relevance to Marketing

- Organizational buying behaviour and buyers' characteristics
- Industrial demand and the resellers market
- The industrial buying process, participants, buying situations, the buying center
- Industrial marketing research

Marketing Activities in Industrial Markets

- Strategic planning in industrial marketing
- Segmentation, targeting and positioning of industrial products
- Marketing mix (4Ps): Product, price, place, promotion for industrial products, pricing decisions, place channel structure, channel strategy, logistics, marketing communication and promotion (advertising, sales promotion, personal selling, PR, direct sales, internet)
- Developing industrial products / services
- Customer relationship marketing (CRM)
- Outsourcing, etc.

(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 ώρες

	Group assignments/ Coursework/ case study analysis	20 ώρες
	Independent study	41 ώρες
	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: (70%) - case study analysis/ coursework, project-assignment (problem solving, written work, public presentation): (30%) <p>Language of student evaluation: Greek with specialized terminology in English.</p>	

(5) ATTACHED BIBLIOGRAPHY

Suggested bibliography:

Avlonitis, G., S. Dimitriadis & K. Intounas (2014) Strategic Industrial (B2B) Marketing, 1st edition, Rosili Publishing Company [ISBN 978-618-5131-00-5].