

COURSE OUTLINE: MARKETING

GENERAL

SCHOOL	ECONOMIC AND ADMINISTRATIVE SCIENCES		
ACADEMIC UNIT	ECONOMIC SCIENCES		
LEVEL OF STUDIES	UNDERGRADUATE		
COURSE CODE	OE301	SEMESTER OF STUDIES	6th
COURSE TITLE	MARKETING		
INSTRUCTOR(S)	Professor V. Bellou – <i>Tutorials : Dr. A. Tsameti</i>		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>		WEEKLY TEACHING HOURS	CREDITS
Lectures and Practical Exercises		3	6
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
COURSE TYPE <i>general background, special background, specialized general knowledge, skills development</i>	GENERAL BACKGROUND		
PREREQUISITE COURSES:	NO		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	GREEK		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBSITE (URL)	https://eclass.uth.gr/courses/ECON_U_165/		

LEARNING OUTCOMES

Learning Outcomes <i>The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.</i> <i>Consult Appendix A</i> <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> <i>Guidelines for writing Learning Outcomes</i>
The course aims to familiarize students with the basic principles and theories, tools

and the philosophy of marketing, within the context of the modern business environment. Particular emphasis is given to the relationships of marketing with the other functions of the business. The course examines topics such as: the marketing mix, the marketing environment, the relationship, contribution and position of marketing within the wider society, consumer behavior, marketing research, market segmentation , product management, new product development and management, pricing policies, product distribution and marketing channels, and product promotion - display.

Upon successful completion of the course, students will be able to:

- Appreciate the core functions of marketing and the department's contribution marketing in the organization and management of a business.
- They categorize consumers into individual groups based on specific methods segmentation .
- Develop appropriate product positioning and differentiation strategies services.
- They effectively design the marketing mix of a product/service.

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Project planning and management Respect for difference and multiculturalism Respect for the natural environment Showing social, professional and ethical responsibility and sensitivity to gender issues Criticism and self-criticism Production of free, creative and inductive thinking</i>
<i>Adapting to new situations</i>	<i>.....</i>
<i>Decision-making</i>	<i>Others...</i>
<i>Working independently</i>	<i>.....</i>
<i>Team work</i>	
<i>Working in an international environment</i>	
<i>Working in an interdisciplinary environment</i>	
<i>Production of new research ideas</i>	

- Searching, analyzing and synthesizing data and information, using the necessary technologies
- Decision making
- Problem solving
- Autonomous work
- Teamwork
- Critical thinking
- Communication skills
- Time management
- Free, creative and inductive thinking
- Presentation skills

COURSE CONTENT

1. Introduction to Marketing and its history
2. The Marketing environment and its contribution to consumers, businesses and society
3. Market segmentation and positioning
4. Consumers and their purchasing behavior
5. Marketing research
6. Product design
7. Pricing policies - Objectives and policies
8. Product distribution and channel development
9. The promotion and display of products.
10. Digital marketing
11. The marketing plan
12. Presentation of assignments
13. Presentation of assignments

TEACHING AND LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	In the classroom. Each lecture will analyze a specific Marketing issue. Accordingly, during the lectures, students will be given the opportunity to demonstrate their understanding of the subject through a range of methods, such as group discussions, examples, case studies and simulation activities.	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	• E-class platform, for posting (a) notes, (b) assignments, (c) announcements, (d) communication with students • Use of digital content creation applications (e.g. Quizlet, Mentimeter). These are tools that enable the instructor to create quizzes and interactive activities, engaging students in a game of knowledge and real-time assessments. • Use of the MS TEAMS platform with the aim of enhancing collaboration and communication with students.	
TEACHING METHODS <i>The manner and methods of teaching are described in detail.</i> <i>Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography,</i>	Activity	Semester Workload
	Lectures	39
	Final Semester Exam	2
	Tutorials	24
	Preparation Work	50

tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc. The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS	<table> <tr> <td>Independent Study</td><td>65</td></tr> <tr> <td></td><td></td></tr> <tr> <td>Total Course</td><td>180</td></tr> </table>	Independent Study	65			Total Course	180
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STUDENT PERFORMANCE EVALUATION <i>Description of the evaluation procedure</i> <i>Language of evaluation, methods of evaluation, summative or conclusive, multiple-choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other.</i> <i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i>	I. Written final exam (50%) , which includes: - Questions that require the application of theory <u>Assessment purpose:</u> To check understanding of the key concepts of the course. <u>Assessment criteria:</u> Correctness, completeness, clarity, and critical evaluation of answers. II. Individual/ Group Work (40%), which includes: -Written assignment (Writing a basic Marketing plan) -Public presentation <u>Assessment purpose:</u> To test the skills developed by students and their ability to plan and work on an individual project. <u>Assessment purpose:</u> To test the skills developed by students and their ability to plan and work on an individual project. <u>Assessment criteria:</u> The written part of the paper is evaluated using criteria such as: • the degree of fulfillment of the specifications set • the classification of terms and concepts • the organization and adaptation of available material • the structure and clarity of the written text • the wealth and quality of the sources that have been exploited • the overall picture of the writing.						

	The oral part of the paper is evaluated using criteria such as: • The completeness and clarity of the file to be presented • The stand-alone presentation, without the use of notes • The ability and adequacy to respond to questions asked by the instructor and the audience. III. Individual weekly work , which includes: Small exercises to understand the subject taught per week (e.g. case study analysis, development of a segmentation- targeting-positioning plan, which is posted on e - class.) <u>Assessment purpose:</u> To check the skills developed by students during the courses. <u>Assessment criteria:</u> • the degree of fulfillment of the specifications set • the classification of terms and concepts • the organization and adaptation of available material • the structure and clarity of the written text • the wealth and quality of the sources that have been exploited • the overall picture of the assignment.
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RECOMMENDED BIBLIOGRAPHY

Books to choose from

- Cannon JP & McCarthy EJ . & Perreault, William D. (2022) *Marketing : Strategy Approach* , Broken Hill Publications , Nicosia .
- Armstrong, G., and Kotler, P. (2009). *Introduction to Marketing* , Epikentro Publications, Athens.
- Dibb, S., Simkin, L., Pride, W, & Ferrekk , OC (2021). *Marketing: Concepts and Strategies* , Broken Publications Hill , Nicosia.

Related scientific journals:

- Journal of Marketing
- Journal of the Academy of Marketing
- International Journal of Research in Marketing

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