

## COURSE OUTLINE

### (1) GENERAL

<b>SCHOOL</b>	UNIVERSITY OF THE AEGEAN		
<b>ACADEMIC UNIT</b>	BUSINESS SCHOOL		
<b>LEVEL OF STUDIES</b>	POSTGRADUATE RPOGRAMME		
<b>COURSE CODE</b>	ΔΙΟΙΚ3	<b>SEMESTER</b>	<b>B' SEMESTER, 3<sup>rd</sup> TRAINING COURSE</b>
<b>COURSE TITLE</b>	MARKETING		
<b>INDEPENDENT TEACHING ACTIVITIES</b> <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>		<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>
LECTURES		3	7
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
<b>COURSE TYPE</b> <i>general background, special background, specialised general knowledge, skills development</i>	SPECIALIZED GENERAL KNOWLEDGE		
<b>PREREQUISITE COURSES:</b>	NONE		
<b>LANGUAGE OF INSTRUCTION and EXAMINATIONS:</b>	GREEK		
<b>IS THE COURSE OFFERED TO ERASMUS STUDENTS</b>	NO		
<b>COURSE WEBSITE (URL)</b>	<a href="https://aegeanmoodle.aegean.gr/course/view.php?id=67">https://aegeanmoodle.aegean.gr/course/view.php?id=67</a>		

### (2) LEARNING OUTCOMES

#### Learning outcomes

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.

Consult Appendix A

- Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area
- Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B
- Guidelines for writing Learning Outcomes

The purpose of this module is to understand the importance of marketing strategies concerning the products or services offered, the appropriate distribution channels, pricing as well as the promotional

mix. More specifically, this module aims to investigate the necessity for creating effective marketing plans by using the appropriate marketing mix elements, in order to achieve the enterprise's goals, in the frame of a highly competitive business environment.

After successfully attending the module, the student will be able to:

- Understand the techniques and methods used by marketing for analyzing business problems.
- Analyze the importance of implementing the appropriate marketing strategy in product, price, promotion and physical distribution problems.
- Use the appropriate methods of analyzing the internal and external marketing environment in such a way that enables the enterprise to turn its' weaknesses into strengths and threats into opportunities.
- Realize the importance of creating effective marketing plans by using the appropriate marketing mix elements, in order to achieve business' goals.
- Use the appropriate marketing tools and methods in order to improve enterprise's competitiveness.

#### **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?*

*Search for, analysis and synthesis of data and information, with the use of the necessary technology*

*Adapting to new situations*

*Decision-making*

*Working independently*

*Team work*

*Working in an international environment*

*Working in an interdisciplinary environment*

*Production of new research ideas*

*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*

*.....*

*Others...*

*.....*

- Search for, analysis and synthesis of data and information, with the use of the necessary technology
- Decision-making
- Working independently
- Team work
- Production of free, creative and inductive thinking
- Working in an international environment
- Production of new research ideas and complex marketing issues handling.

### **(3) SYLLABUS**

- Economy, Society and Marketing.
- The Marketing Environment
- Market Research. Consumer Behaviour
- Market Segmentation, Targeting and Positioning.
- Product development. Managing distribution channels.
- Promotional and Communicational Strategies. Pricing Strategies.
- External Marketing Environment
- Internal Marketing Environment
- Product Portfolio Management and Swot Analysis

- Selecting the Appropriate Target Groups
- Implementation of Marketing Strategies
- Action Plan
- Budgeting, Emergency Marketing Plan and Marketing Audit.

#### (4) TEACHING and LEARNING METHODS - EVALUATION

<p><b>DELIVERY</b> <i>Face-to-face, Distance learning, etc.</i></p>	Face-to-face combined with Distance lectures	
<p><b>USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY</b> <i>Use of ICT in teaching, laboratory education, communication with students</i></p>	<ul style="list-style-type: none"> <li>• Use of ICT in teaching (Lectures presentations with delivered over Powerpoint, Case studies, Team work using internet sources (web pages, videos etc.)</li> <li>• Communication with students on the Moodle platform and by email</li> <li>• PowerPoint slides and related learning material are uploaded on the Moodle platform to facilitate the learning process.</li> </ul>	
<p><b>TEACHING METHODS</b> <i>The manner and methods of teaching are described in detail. Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.</i></p> <p><i>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</i></p>	<p><b>Activity</b></p>	<p><b>Semester workload</b></p>
	Lectures	30
	Case studies' analysis	10
	Study of exercises that emphasize on the implementation of methodologies	10
	Study of special issues that have been approached through analytical discussion with students in the frame of interactive teaching	10
	Self-directed Study	50
	Projects and Essay writing	65
Course total	<b>175</b>	
<p><b>STUDENT PERFORMANCE EVALUATION</b> <i>Description of the evaluation procedure</i></p> <p><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></p>	<ul style="list-style-type: none"> <li>• Students are assessed in Greek.</li> <li>• Assessment methods include the completion of 3 assignments: two smaller assignments, which account for 15% of the total mark and one longer assignment, which accounts for 70% of the total mark.</li> </ul>	

Specifically-defined evaluation criteria are given, and if and where they are accessible to students.

## (5) ATTACHED BIBLIOGRAPHY

### **-Suggested bibliography:**

#### • **Principal Reference:**

- Avlonitis, G., Papastathopoulou, P. (2010): «Marketing Plan: How to create effective marketing plans», Athnes: Stamoulis (in Greek).
- Perrault, W., Cannon, J., McCarthy, J. ( 2012): «Basic marketing: a marketing strategy planning approach», edited by Nikolaos Papavasiliou, foreword by George Avlonitis, Athens: Pashalides (in Greek).
- Solomon M.R., Marshall G.W. and Stuart E.W. (2021), «Marketing: real people, real choices», 10th ed., edited by: Alexandros Apostolakis, Markos Kourgiantakis, Maria Salamoura, Athens: Tziola (in Greek).

#### • **Additional References:**

- Armstrong, G. & Kotler, P. (2009), *Introduction to Marketing*, 9<sup>th</sup> ed., Athens: Epikentro (in Greek).
- Kotler, P. (2005), *Marketing Management*, 2<sup>nd</sup> ed., Athens: Giourdas (in Greek).
- Kotler, P., Keller, K. L. (2006), *Marketing management*, 12<sup>th</sup> amer. ed., Athina : Kleidarithmos (in Greek).
- Malliaris, P. (2001), *Introduction to Marketing*, 3<sup>rd</sup> ed., Peiraias: Stamoulis (in Greek).
- Petrof, G, Tzortzakis, K. and Tzortzaki, A. (2002), *Marketing Management: the Greek case study*, Athens: Rosili (in Greek).
- Siomkos G. (2003), *Introduction to Strategic Marketing*, Athens: Stamoulis (in Greek).
- Siomkos G. (2013), *Strategic Marketing*, 3<sup>rd</sup> ed., Athens: Stamoulis (in Greek).
- Winner, Russel S. (2007), *Marketing management*, 3rd ed., Upper Saddle River, N. J.: Pearson Prentice Hall.

#### **- Related academic journals:**

- Journal of Marketing Management
- Journal of Strategic Marketing
- Marketing Intelligence & Planning
- International Marketing Review
- European Journal of Marketing
- European Management Journal
- Academy of Strategic Management Journal
- Journal of Targeting, Measurement and Analysis for Marketing
- Strategic Management Journal
- Handbook of Strategy and Management
- Journal of Marketing
- Journal of Marketing Research
- Journal of Business Research
- Journal of Business Strategy

- Harvard Business Review
- MIT Sloan Management Review
- Fortune
- Business Horizons