

**(1) GENERAL**

<b>SCHOOL</b>	School of Business		
<b>ACADEMIC UNIT</b>	Management		
<b>LEVEL OF STUDIES</b>	1 <sup>st</sup> Cycle		
<b>COURSE CODE</b>	MKTG-292	<b>SEMESTER</b>	Fall / Spring
<b>COURSE TITLE</b>	Marketing Management		
<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>
		2.5	6
<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>	Special Background		
<b>PREREQUISITE COURSES:</b>	Sophomore		
<b>LANGUAGE OF INSTRUCTION and EXAMINATIONS:</b>	English		
<b>IS THE COURSE OFFERED TO ERASMUS STUDENTS</b>			
<b>COURSE WEBSITE (URL)</b>			

**(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*

After completion of the course students are expected to be able to:

- To value the fascinating world of modern marketing.
- To appreciate the role of marketing in creating value and building profitable customer relationships.
- To assess the ways in which the marketing environment impacts marketing decisions.
- To evaluate the factors that influence consumer behaviour and purchase decisions.

- To develop a marketing research plan and design a marketing information system.
- To design segmentation, targeting, differentiation and positioning strategies.
- To design a customer value-driven strategy and mix (Product, Price, Place and Promotion) for 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</i>
<i>Adapting to new situations</i>	<i>Respect for difference and multiculturalism</i>
<i>Decision-making</i>	<i>Respect for the natural environment</i>
<i>Working independently</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>
<i>Team work</i>	<i>Criticism and self-criticism</i>
<i>Working in an international environment</i>	<i>Production of free, creative and inductive thinking</i>
<i>Working in an interdisciplinary environment</i>	<i>.....</i>
<i>Production of new research ideas</i>	<i>Others...</i>
	<i>.....</i>

*Search for, analysis and synthesis of data and information, with the use of the necessary technology*  
*Decision-making*  
*Working independently*  
*Team work*  
*Project planning and management*  
*Respect for difference and multiculturalism*  
*Showing social, professional and ethical responsibility and sensitivity to gender issues*

### **(3) SYLLABUS**

#### **Core Marketing Concepts and Philosophies**

- This topic focuses on (a) defining the term “marketing”, (b) explaining the core marketing concepts, (c) examining the steps in the marketing process and (d) analysing the different marketing management orientations.

#### **The Marketing Environment**

- This topic explains the marketing environment and focuses on describing the environmental forces and factors that affect a company’s ability to serve its customers. The micro and macro environments are explored in detail.

#### **Marketing Research and the MIS**

- The topic focuses on explaining the processes for assessing marketing information needs, developing marketing information, constructing a Marketing Information System (MIS), and the process of marketing research.

#### **Consumer Markets and Consumer Behaviour**

- The specific topic discusses two of the models of consumer behavior, the factors affecting consumer behavior, the types of consumer behaviour, and the stages in the buying decision process.

#### **Segmentation, Targeting and Positioning**

<ul style="list-style-type: none"> <li>The topic aims at analysing further customer-driven marketing strategy decisions – dividing up the market into meaningful customer groups (segmentation), choosing which customer groups to serve (targeting), creating market offerings that best serve targeted customers (differentiation) and locating the offerings in the minds of consumers (positioning).</li> </ul>
<b>Product and Branding Strategy</b> <ul style="list-style-type: none"> <li>This topic aims at defining the term “product”, discussing the key product decisions that have to be taken, such as individual product decisions, product line and product mix decisions. The chapter also concentrates on analyzing branding strategies and packaging decisions.</li> </ul>
<b>The new product development process and the product life-cycle strategies</b> <ul style="list-style-type: none"> <li>The chapter explores the stages in the new product development process and the PLC model. The topic of PLC explains in detail the key decisions that have to be taken in each stage of the product-life cycle and the marketing strategies that marketers will have to implement in dealing with the various challenges that occur in the product’s life cycle.</li> </ul>
<b>Pricing Strategies</b> <ul style="list-style-type: none"> <li>This specific topic defines the term “price” and explains the internal and external factors affecting pricing decisions. Emphasis is placed on explaining the various pricing strategies that can be adopted by marketers.</li> </ul>
<b>Integrated Marketing Communications Strategy</b> <ul style="list-style-type: none"> <li>The field of IMC provides an insight into the “promotion mix” and defines the term “integrated marketing communications”. It also explains the communication process and the steps in developing effective communication.</li> </ul>
<b>The tools of the Promotion Mix</b> <ul style="list-style-type: none"> <li>The topic of the promotion mix explains the promotional tools: advertising, sales promotion, personal selling, public relations and direct marketing, digital marketing.</li> </ul>
<b>Managing Marketing Channels and Integrated Logistics Management</b> <ul style="list-style-type: none"> <li>This topic analyzes the nature and importance of Marketing Channels and provides an insight into channel behaviour; also explaining the nature and elements of Integrated Logistics Management.</li> </ul>

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

<b>DELIVERY</b> <i>Face-to-face, Distance learning, etc.</i>	Face-to-face	
<b>USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY</b> <i>Use of ICT in teaching, laboratory education, communication with students</i>	<i>Use of ICT in teaching / Χρήση ΤΠΕ Communication with students / Επικοινωνία με Φοιτητές</i>	
<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,</i>	<b>Activity</b>	<b>Semester workload</b>
	Lectures	35
	Study & Analysis of bibliography	30
	Project	35

<p><i>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>	Essay Writing	25
	Interactive Teaching	25
	Course total	<b>150</b>
<p><b>STUDENT PERFORMANCE EVALUATION</b></p> <p><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> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	<p>Assignment, Weekly Homework Activities, Final Exam, In-class Discussions</p>	

## (5) ATTACHED BIBLIOGRAPHY

Required Textbooks / Readings:				
Title	Author(s)	Publisher	Year	ISBN
Principles of Marketing, 19 <sup>th</sup> Global Edition	Kotler, P., Armstrong, G. and Balasubramanian, S.	Pearson Education	2024	ISBN-13: 9781292449364 ISBN-13: 9781292740836 (e-book)
Principles of Marketing, 8th European Edition	Kotler, P., Armstrong, G., Harris, L. and He, H.	Pearson Education	2020	ISBN13: 9781292269610

**Recommended Textbooks / Readings:**

<b>Title</b>	<b>Author(s)</b>	<b>Publisher</b>	<b>Year</b>	<b>ISBN</b>
Essentials of Marketing	Perreault, W., McCathy, E.J. and Cannon, J.	McGraw-Hill Higher Education, 18 <sup>th</sup> Edition	2023	ISBN10: 12661684 ISBN13: 97812661 ISBN10: 12668414 (book) ISBN13: 97812668 (e-book)
Marketing	Levy, M. and Grewal, D.	McGraw Hill Education Higher Education, 8 <sup>th</sup> Edition	2022	ISBN10: 12607174 ISBN13: 97812607
Marketing: Because everyone is a marketer	Deitz, G., Mello, J. and Hunt, S.	McGraw Hill Higher Education, 4 <sup>th</sup> Edition	2023	ISBN10: 12663470 ISBN13: 97812663
Marketing	Hartley, S., Kerin, R. and Rudelius, W.	McGraw Hill Higher Education, 16 <sup>th</sup> Edition	2022	ISBN10: 12661144 ISBN13: 97812661