

COURSE OUTLINE

(1) GENERAL

SCHOOL	School of Business		
ACADEMIC UNIT	Management		
LEVEL OF STUDIES	1 st Cycle		
COURSE CODE	MKTG-493	SEMESTER	Spring
COURSE TITLE	Strategic Marketing		
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	
	2.5	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, specialised general knowledge, skills development</i>	Special Background		
PREREQUISITE COURSES:	MKTG-292		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	English		
IS THE COURSE OFFERED TO ERASMUS STUDENTS			
COURSE WEBSITE (URL)			

(2) LEARNING OUTCOMES

<p>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></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> • <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>
<p>After completion of the course students are expected to be able to:</p>

- Understand the nature, role and importance of strategic marketing in the wider business context
- Identify and explain all the basic components and steps of the strategic marketing process;
- Undertake a comprehensive environmental analysis to identify and analyze the strengths, weaknesses, opportunities, and threats of an organization;
- Effectively undertake a more detailed analysis of the critical parts of the marketing environment, and apply them with regards to target markets and competition.
- Identify the necessary information for decision making, gather it, organize it, appraise it and apply it to support all decisions regarding strategic marketing planning
- Set strategic marketing objectives, design the complete process, and develop the appropriate marketing mix (4Ps) to achieve them.
- Understand, create and manage key marketing concepts and functions, such as branding, towards strategic marketing aims.
- Implement, monitor and control the strategic marketing plan; and evaluate its performance.

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

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Others...

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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

- Marketing in Today's Economy
- Strategic Marketing Planning
- Collecting and Analyzing Marketing Information
- Developing Competitive Advantage and Strategic Focus
- Customers, Segmentation and Target Marketing

- The Marketing Program
- Branding and Positioning
- Ethics and Social Responsibility in Strategic Marketing
- Marketing Implementation and Control
- Developing and Maintaining Long-Term Customer Relationships

(4) TEACHING and LEARNING METHODS - EVALUATION

<p style="text-align: center;">DELIVERY</p> <p><i>Face-to-face, Distance learning, etc.</i></p>	Face-to-face	
<p style="text-align: center;">USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY</p> <p><i>Use of ICT in teaching, laboratory education, communication with students</i></p>	<p><i>Use of ICT in teaching / Χρήση ΤΠΕ</i> <i>Communication with students / Επικοινωνία με Φοιτητές</i></p>	
<p style="text-align: center;">TEACHING METHODS</p> <p><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>	Activity	Semester workload
	Lectures	35
	Study & Analysis of bibliography	30
	Project	35
	Essay Writing	25
	Interactive Teaching	25
Course total	150	
<p style="text-align: center;">STUDENT PERFORMANCE EVALUATION</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,</i></p>	<p>Written Assignment, Presentation and Q&As session, Final Exam, Class Participation</p>	

<p><i>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>	
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(5) ATTACHED BIBLIOGRAPHY

Required Textbooks / Reading:				
Title	Author(s)	Publisher	Year	ISBN
Marketing Strategy	O. C. Ferrell, Michael Hartline, Bryan W. Hochstein	Cengage Learning	2022	ISBN10: 0-357-51630-3 ISBN13: 978-0-357-51630-0
Recommended Textbooks / Reading:				
Title	Author(s)	Publisher	Year	ISBN
Marketing Concepts and Strategies, 9th Edition	Sally Dibb; Dr. Lyndon Simkin; William M. Pride; O.C. Ferrell	Cengage	2023	978-1-4737-7858-0
Foundation Reading: Marketing Management - Past, Present and Future, 4 th Edition	M.R. Czinkota, M. Kotabe, D. Vrontis, S. M. Riad Shams	Springer	2021	978-3-030-66915-7
Marketing Planning & Strategy A Practical Introduction	John Dawes	SAGE Publications Ltd	2021	978152976013 9781529760125
Marketing Strategy and Competitive Positioning, 7th Edition	Graham Hooley; Brigitte Nicoulaud; John Rudd; Nick Lee	Pearson Education Limited	2020	978-1292276540

Additional Reading:

Academic/Scientific Papers: To be provided during course

Professional/Journalistic Articles: Business Week, Forbes, Financial Times, Fortune, Economist