

COURSE OUTLINE

(1) GENERAL

SCHOOL	Faculty of Social, Political and Economic Sciences		
ACADEMIC UNIT	Department of Economics		
LEVEL OF STUDIES	Undergraduate		
COURSE CODE	NK42	SEMESTER	8th
COURSE TITLE	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	
	4	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>	General Background		
PREREQUISITE COURSES:			
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	HELLENIC		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	YES (ESSAY IN ENGLISH)		
COURSE WEBSITE (URL)			

(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

- Knowledge and understanding of economic science and the international economy.
- Ability to explain how economic agents (individuals, households, businesses, governments, etc.) make decisions and make choices and resolve problems related to financial decisions.
- Ability of strategic and critical thinking on a range of issues in international economics.
- Ability to explain the core business and organization functions (Marketing).
- Ability to use administrative reasoning to formulate and evaluate management advice and policy and ability to integrate key business concepts.
- Strategic and critical thinking skills for a range of governance issues.

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	Project planning and management
Adapting to new situations	Respect for difference and multiculturalism
Decision-making	Respect for the natural environment
Working independently	Showing social, professional and ethical responsibility and sensitivity to gender issues
Team work	Criticism and self-criticism
Working in an international environment	Production of free, creative and inductive thinking
Working in an interdisciplinary environment
Production of new research ideas	Others...

Search for, analysis and synthesis of data and information, with the use of the necessary technology
Decision-making

(3) SYLLABUS

Marketing creates value for companies by meeting the wishes and needs of their customers. The value it generates translates into profits for the company, as an organization, and its shareholders. Therefore, the purpose of this course is to study the methods by which the modern manager can effectively create value for the company by meeting the needs and desires of its clients. For successful action the manager needs to:

- Understand the marketing functions within the business.
- Evaluate business opportunities and develop their exploitation plan.
- Understand the way clients think.
- Manage effectively the product offered, the networks through which it is offered, promote it, and pricing it.
- Develop an effective marketing program, taking into account all of the above.

(4) TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	<i>Face-to-face</i>	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	<i>E-mail and e-class</i>	
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, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.</i> <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>	Activity	Semester workload
	Lectures	52
	Assignments	20
	Independent study	78
	Course total	150
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>	Written examination (100%): - <i>open-ended questions</i> - <i>written work</i> - <i>public presentation</i>	

(5) ATTACHED BIBLIOGRAPHY

- <i>Suggested bibliography:</i> Armstrong, G., & Kotler, P. (2010). Marketing: An Introduction: Global Edition. 10 edition, Pearson Education. - <i>Related academic journals:</i>
