

COURSE OUTLINE

1. GENERAL

SCHOOL	SCHOOL OF SOCIAL, POLITICAL AND ECONOMIC SCIENCES		
DEPARTMENT	DEPARTMENT OF ECONOMICS		
LEVEL OF STUDIES	ISCED level 6 – Bachelor’s or equivalent level		
COURSE CODE	NK42	SEMESTER	4th Semester
COURSE TITLE	MARKETING		
TEACHING ACTIVITIES If the ECTS Credits are distributed in distinct parts of the course e.g. lectures, labs etc. If the ECTS Credits are awarded to the whole course, then please indicate the teaching hours per week and the corresponding ECTS Credits.	TEACHING HOURS PER WEEK		ECTS CREDITS
	0		6.0
COURSE TYPE Background, General Knowledge, Scientific Area, Skill Development	Background		
PREREQUISITES	No prerequisites		
TEACHING & EXAMINATION LANGUAGE:	Greek		
COURSE OFFERED TO ERASMUS STUDENTS:	YES		
COURSE URL:	https://eclass.duth.gr/courses/428288/		

2. LEARNING OUTCOMES

<p>Learning Outcomes Please describe the learning outcomes of the course: Knowledge, skills and abilities acquired after the successful completion of the course.</p> <p>The course has two primary objectives. Firstly, it seeks to provide students with a comprehensive understanding of the fundamental principles and terminology of marketing. Secondly, it aims to effectively illustrate how these principles are applied to make sound marketing decisions. The ultimate goal of the course is to equip students with the skills to evaluate the tools, methods, and models of contemporary marketing. Students will develop the ability to identify and appropriately apply these tools to address potential marketing challenges faced by modern businesses, enabling them to make rational, evidence-based decisions with measurable outcomes.</p> <p>By the end of the semester, students will be able to:</p> <p>Analyse, evaluate, and enhance a marketing plan. Understand how consumers and business customers perceive the value of a product or service and develop trust in it. Recommend marketing strategies and tactics pertaining to product design, pricing, distribution, and the communication mix.</p>

Make informed decisions to improve the competitive positioning of products, services, and companies, drawing upon theoretical frameworks and utilising marketing research tools.

General Skills

Name the desirable general skills upon successful completion of the module

Search, analysis and synthesis of data and information, ICT Use, Adaptation to new situations, Decision making, Autonomous work, Teamwork, Working in an international environment, Working in an interdisciplinary environment, Production of new research ideas	Project design and management Equity and Inclusion Respect for the natural environment Sustainability Demonstration of social, professional and moral responsibility and sensitivity to gender issues Critical thinking Promoting free, creative and inductive reasoning
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Search, analysis and synthesis of data and information, ICT Use
Adaptation to new situations
Decision making
Teamwork
Respect for the natural environment

3. COURSE CONTENT

The complexity of marketing challenges faced by the modern manager has increased significantly in recent years, as has the demand for effective and measurable solutions. The advent of digital marketing and the creation of online content by consumers and users of products and services have rendered the strategic marketing decision-making process more multifaceted and intricate. Over time, marketing has sought to both maximise customer satisfaction with the products or services offered and optimise the management of organisational resources to achieve profitability for the company and its shareholders.

While the modern digital era has made the consumer decision-making process more fragmented and complex than ever before, it has simultaneously facilitated the precise measurement of promotional effectiveness, simplified market research processes, and enhanced daily interactions with customers.

This marketing course will equip students with the knowledge and skills to examine the methods and tools utilised by contemporary managers to create value for their businesses by meeting customer needs and desires more effectively than the competition. Students will learn strategies to increase sales and expand their company's customer base. The role of marketing within the context of the modern business environment will be explored, with a focus on product policy, promotion, distribution, and competitive pricing. Through a combination of relevant literature, classroom discussions, exercises, and case studies, students will have the opportunity to critically assess business practices and develop marketing strategies that are capable of thriving in today's marketplace.

4. LEARNING & TEACHING METHODS - EVALUATION

TEACHING METHOD Face to face, Distance learning, etc.	Face to face
USE OF INFORMATION & COMMUNICATIONS TECHNOLOGY (ICT) Use of ICT in Teaching, in Laboratory Education, in Communication with students	Use of ICT in Teaching Use of ICT in Communication with students

<p>TEACHING ORGANIZATION The ways and methods of teaching are described in detail. Lectures, Seminars, Laboratory Exercise, Field Exercise, Bibliographic research & analysis, Tutoring, Internship (Placement), Clinical Exercise, Art Workshop, Interactive learning, Study visits, Study / creation, project, creation, project. Etc.</p> <p>The supervised and unsupervised workload per activity is indicated here, so that total workload per semester complies to ECTS standards</p>	<table border="1"> <thead> <tr> <th>Activity</th> <th>Workload/semester</th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>52</td> </tr> <tr> <td>Bibliographic research & analysis</td> <td>48</td> </tr> <tr> <td>Writing project</td> <td>50</td> </tr> <tr> <td>Total</td> <td>150</td> </tr> </tbody> </table>	Activity	Workload/semester	Lectures	52	Bibliographic research & analysis	48	Writing project	50	Total	150
Activity	Workload/semester										
Lectures	52										
Bibliographic research & analysis	48										
Writing project	50										
Total	150										
<p>STUDENT EVALUATION Description of the evaluation process</p> <p>Assessment Language, Assessment Methods, Formative or Concluding, Multiple Choice Test, Short Answer Questions, Essay Development Questions, Problem Solving, Written Assignment, Essay / Report, Oral Exam, Presentation in audience, Laboratory Report, Clinical examination of a patient, Artistic interpretation, Other/Others</p> <p>Please indicate all relevant information about the course assessment and how students are informed</p>	<p>Student evaluation languages Greek English</p> <p>Method (Formative or Concluding) Summative</p> <p>Student evaluation methods Written Exam with Problem Solving</p> <p style="text-align: right;">Rate 100</p>										

5. Suggested Bibliography

Book [122074595]: The principles and practice of marketing, Jobber D., Ellis-Chadwick F. Details
 Book [86201258]: MARKETING - Includes Digital Marketing, Konstantinos Tzortzakis, Alan Charlesworth Details
 Book [68387870]: MARKETING MANAGEMENT, PHILIP KOTLER, KEVIN LANE KELLER Details
 Book [133024652]: MARKETING: FROM BASIC PRINCIPLES TO MODERN CHALLENGES, GEORGIO I. SIOMKOS, ΧΡΗΣΤΟΣ Α. ΒΑΣΙΛΕΙΑΔΗΣ, ΑΠΟΣΤΟΛΟΣ Ν. ΓΙΟΒΑΝΗΣ, IRENE H. KAMENIDOU, DESPOINA A. KARAGIANNE, SPYRIDON A. MAMALIS, CHRISTINA N. BOUTSOUKI, MARIA A. SALAMOURA, THOMAS A. FOTIADIS Details

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