

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	NK402	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
		4	6.0
COURSE TYPE Background, General Knowledge, Scientific Area, Skill Development	Background		
PREREQUISITES			
TEACHING & EXAMINATION LANGUAGE:	Greek		

Learning Outcomes

Please describe the learning outcomes of the course: Knowledge, skills and abilities acquired after the successful completion of the course.

The course has two main objectives. Firstly, it aims to provide students with an understanding of the basic principles and terms of marketing. It then aims to effectively demonstrate how these principles are used to make effective marketing decisions. The ultimate objective of the course is to enable students to evaluate the tools, methods and models of modern marketing by acquiring the ability to select and use appropriately those needed in a potential marketing problem of a modern business, making rational decisions of measurable effectiveness. At the end of the semester students will be able to:

1. Understand, evaluate and improve a marketing strategy and/or a plan.
2. Understand how consumers and business customers perceive the value of a product or service and how they trust it.
3. To recommend marketing tactics and strategies regarding the product, its costing, distribution, and communication mix.
4. To make decisions capable of improving the position of their products/services and companies against the competition, based on theoretical models and using Marketing Research tools.

COURSE OFFERED TO ERASMUS STUDENTS:	YES	
COURSE URL:	https://eclass.duth.gr/courses/428288/	

2. LEARNING OUTCOMES

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
Decision making Teamwork Working in an interdisciplinary environment Demonstration of social, professional and moral responsibility and sensitivity to gender issues	

3. COURSE CONTENT

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</p> <p>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>	<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> </tbody> </table>	Activity	Workload/semester	Lectures	52	Bibliographic research & analysis	48
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<p>The complexity of the marketing problems that the modern manager is called upon to solve has increased significantly in recent years, as has the need for effective and measurable solutions. Digital marketing and the creation of online content by consumers and users of products and services makes the strategic marketing decision-making process multi-parametric and complex. Marketing over time aims both to maximize customer satisfaction with the product or service provided and to optimize the management of the company's resources to achieve profitability for the organization and its shareholders. The modern digital age may make the process of making the buying decision more complex and fragmented than ever before, but at the same time it enables the accurate measurement of the effectiveness of promotional decisions while simplifying the process of market research and the daily interaction with the customer. The marketing course will enable students to study the methods and tools that modern managers use to create value for their business by satisfying their customers' needs and desires better than the competition, increasing sales and expanding their company's customer base. The function of marketing in the context of the modern business environment will be presented, analyzing issues of product policy, promotion and promotion, distribution and competitive pricing. In addition, through relevant literature, classroom discussions and exercises and case studies, students will be given the opportunity to evaluate business practices and discuss marketing strategies capable of standing and operating in today's marketplace.</p>							

4. LEARNING & TEACHING METHODS - EVALUATION

<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>Writing project</td><td>50</td></tr> <tr> <td>Total</td><td>150</td></tr> </tbody> </table>	Activity	Workload/semester	Writing project	50	Total	150
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Writing project	50						
Total	150						
<p>STUDENT EVALUATION</p> <p>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 Rate Written Exam with Problem Solving 100</p>						

5. Suggested Bibliography

<p>Book [122074595]: Οι αρχές και η πρακτική του μάρκετινγκ, Jobber D., Ellis-Chadwick F.</p>

Book [86201258]: ΜΑΡΚΕΤΙΝΓΚ - Περιλαμβάνει και Digital Μάρκετινγκ, Κωνσταντίνος Τζωρτζάκης, Alan Charlesworth
Book [68387870]: ΜΑΡΚΕΤΙΝΓΚ ΜΑΝΑΤΖΜΕΝΤ, PHILIP KOTLER, KEVIN LANE KELLER

Eudoxus

Book [122074595]: Οι αρχές και η πρακτική του μάρκετινγκ, Jobber D., Ellis-Chadwick F.
Book [86201258]: ΜΑΡΚΕΤΙΝΓΚ - Περιλαμβάνει και Digital Μάρκετινγκ, Κωνσταντίνος Τζωρτζάκης, Alan Charlesworth