

COURSE OUTLINE

(1) GENERAL

SCHOOL	School of Engineering		
ACADEMIC UNIT	Department of Financial and Management Engineering		
LEVEL OF STUDIES	Undergraduate		
COURSE CODE	ΓΕ0113	SEMESTER	8 th
COURSE TITLE	Marketing		
INDEPENDENT TEACHING ACTIVITIES	WEEKLY TEACHING HOURS	CREDITS	
<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>	3	5	
<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:	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	no		
COURSE WEBSITE (URL)	http://www.fme.aegean.gr/en/c/marketing		

(2) LEARNING OUTCOMES

<p>Learning outcomes</p> <p><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>On successful completion of the course, students will be able to:</p> <ul style="list-style-type: none"> • Understand the basic concepts of Marketing Operation • Be aware of the individual modules to achieve and to design and monitor a comprehensive Marketing Plan • Understand why a business should operate "client driven " and to create value for its customers • Analyze the purchasing behavior of consumers and business customers • Perform market research with various methods • Analyze a market into separate sections • Be aware of the steps in the design of products and services • Discuss the methods by which is the pricing of products and services • Analyze the key issues regarding the management of distribution and marketing channel

- Describe the basic methods for promotion, communication and advertising products and services
- Understand the influence of the Internet in all functions of marketing.

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

Others...

Search for, analysis and synthesis of data and information, with the use of the necessary technology
 Adapting to new situations
 Decision-making
 Team work
 Working in an international environment
 Showing social, professional and ethical responsibility and sensitivity to gender issues
 Criticism and self-criticism
 Production of free, creative and inductive thinking

(3) SYLLABUS

The course focuses on both the theory and the practical applications of Marketing in areas of interest to the Financial & Management Engineers. The course starts by defining the basic concepts in the topic of Marketing and their relation to business planning. It analyses the principles, methodologies, systems and tools that support marketing management, with specific references to the analysis of internal and external business environment, the organization of market analysis (including market research techniques) to determine demand, competition analysis, market segmentation, targeting and positioning, creating competitive advantage , shaping strategy and the Marketing mix (product, price, place, and promotion). Finally, the course makes a thorough reference to the design, planning, and implementation of Marketing plans.

1. General Definitions, the Marketing Process
2. Marketing strategy for developing customer relationships.
3. Analysis of the External Environmental
4. Understanding the purchasing behavior of consumers and business customers
5. Market Research
6. Market Segmentation
7. Branding in Products and Services
8. New product development and product life cycle strategies
9. Pricing.
10. Distribution and Logistics
11. Retail & Wholesale
12. Promotion, Communication and Advertising
13. Marketing and the Internet

(4) TEACHING and LEARNING METHODS - EVALUATION

<p style="text-align: center;">DELIVERY <i>Face-to-face, Distance learning, etc.</i></p>	<p>Face to face. Teaching methods for this course are based on lectures and presentation / discussion of case studies. Active student participation is essential and helps students understand the basic concepts and tools of the course. Furthermore, the presentation of case studies from the Greek and international business environment enables students to understand the complex processes that occur in marketing management and contributes to the critical evaluation of the various methods and approaches proposed and implemented.</p> <p>The following teaching methods are applied:</p> <ul style="list-style-type: none"> • Lectures • Presentation of case studies • Team assignments • Group Presentations 																							
<p style="text-align: center;">USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i></p>	<p>Use of ICT in teaching (presentation of case studies via Youtube)</p>																							
<p style="text-align: center;">TEACHING METHODS <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>	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;"><i>Activity</i></th> <th style="text-align: center;"><i>Semester workload</i></th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td style="text-align: center;">39</td> </tr> <tr> <td>Study and Analysis of bibliography</td> <td style="text-align: center;">20</td> </tr> <tr> <td>Project work</td> <td style="text-align: center;">20</td> </tr> <tr> <td>Essay writing</td> <td style="text-align: center;">28</td> </tr> <tr> <td>Hours of non-directed study</td> <td style="text-align: center;">30</td> </tr> <tr> <td>Exams</td> <td style="text-align: center;">3</td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td>Course total</td> <td style="text-align: center;">140</td> </tr> </tbody> </table>		<i>Activity</i>	<i>Semester workload</i>	Lectures	39	Study and Analysis of bibliography	20	Project work	20	Essay writing	28	Hours of non-directed study	30	Exams	3							Course total	140
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<p style="text-align: center;">STUDENT PERFORMANCE EVALUATION <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</i></p>	<p>Language of evaluation: Greek</p> <p>Student assessment is made as follows:</p> <ul style="list-style-type: none"> • Final exam: 70% • Work Assignment(s): 30% <p>The work assignments aim to familiarize students with the theoretical issues discussed in the lectures and the case studies. The themes of the work assignments are defined in consultation with the</p>																							

students.

instructor.

(5) ATTACHED BIBLIOGRAPHY

Suggested bibliography:

A) Principal Reference:

Armstrong Gary & Philip Kotler (2009) Εισαγωγή στο Μάρκετινγκ, 9η έκδοση, Εκδ. Επίκεντρο

B) Additional References:

1. Kotler, Philip (2001) Εισαγωγή στο μάρκετινγκ μανάτζμεντ. 1η έκδ. - Αθήνα : Γκιούρδας Β.
2. Perreault, Jr. William, Joseph Cannon, & E.J. McCarthy (2012) Βασικές Αρχές Μάρκετινγκ: Μια Στρατηγική Προσέγγιση, Εκδόσεις Π. Χ. Πασχαλίδης – Broken Hill Publishers Ltd.
3. Πασχαλούδης, Δημήτρης (2009) Μάρκετινγκ: Όσα πρέπει να γνωρίζετε και δεν έχετε ρωτήσει, Εκδόσεις Κριτική.