

COURSE OUTLINE

1. GENERAL

SCHOOL	BUSINESS AND ECONOMICS		
DEPARTMENT	BUSINESS ADMINISTRATION		
DIVISION	BUSINESS ADMINISTRATION		
LEVEL OF STUDY	Undergraduate		
COURSE UNIT CODE	1105701	SEMESTER OF STUDY	
COURSE TITLE	INDUSTRIAL MARKETING		
COURSEWORK BREAKDOWN		TEACHING WEEKLY HOURS	ECTS Credits
Lectures and Workshops-Project Work		3 (theory)	6
		2 (workshop)	
COURSE UNIT TYPE	Specialization		
PREREQUISITES :			
LANGUAGE OF INSTRUCTION/EXAMS:	Greek		
COURSE DELIVERED TO ERASMUS STUDENTS			
MODULE WEB PAGE (URL)	http://moodle.teipir.gr/course/info.php?id=128		

2. LEARNING OUTCOMES

Learning Outcomes
<p>The Industrial Marketing is the science that complements and further develops the knowledge of students in the subject of marketing taking into account the economic constraints of the business and its operation conditions while giving students the possibility to identify opportunities and risks in the industrial enterprise in the case of industrial markets, suppliers change, identification of appropriate suppliers, relevance of the themes selected, promotion of industrial products as well as relations between companies.</p> <p>Upon successful completion of the course students will be able to:</p> <ul style="list-style-type: none"> • Integrate the marketing mix elements in the industrial markets. • Apply strategies of industrial relations between the industrial partners • Comprehend the purchasing behavior of industrial customers. • Evaluate the industrial purchasing decisions
General Skills
<p>Team work</p> <p>Decision making</p> <p>Working in an international environment</p> <p>Adapting to new situations</p>

Search of analysis and synthesis of data and information with the use of necessary technology

3. COURSE CONTENTS

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Basic concept of Industrial Marketing: Industrial Marketing, consumer and industrial products, consumer and industrial marketing, differences of consumer and industrial marketing.

Industrial markets: Industrial customers, specificities of industrial markets, the environment of Industrial Marketing. The specificities and the risks in international markets. The trends in globalization of industrial markets.

Organization's purchasing behaviour, system of purchasing decisions: System of taking decisions in the Industrial Marketing. The poles in the system of taking purchasing decisions in Industrial Marketing. Factors that affect the purchasing decision in Industrial Marketing. Process of taking purchasing decisions for industrial products. Types of purchasing activities in Industrial Marketing. Marketing Strategies for the purchasing activities and the stages of the process of taking purchasing decisions. Information sources that are used from members of the 'Taking purchasing decisions' system.

Strategic planning of Industrial Marketing and segmentation of industrial market. Industrial Marketing and governmental supplies: Introduction to the strategic planning, analysis of external and internal environment. Process of Industrial Marketing's strategic planning. The necessity and usefulness of segmentation. Segmentation of two stages and main factors of industrial markets' segmentation. Two-step segmentation using the "foleaki" approach. The effect of the economic environment on business trading. Transaction between enterprises inside the Greek economy. Procurement in the public sector. The institutional framework of procurement in the public sector.

Research in International Industrial market. Information management systems with modern technology and relational marketing: The basis for the research of Industrial Marketing. Stages of the process of Industrial Marketing's research. Relating Marketing. Customer relationship management/ marketing (CRM). Different approach for CRM. Appliance fields, advantages, disadvantages of CRM. Problems, modern trends and progress of CRM.

The product and the distribution in Industrial Marketing: The importance of industrial products. Administration and revitalization of existing industrial products. The distribution within the marketing mix. Marketing distribution functions, main forms of intermediate, forms of industrial channels. Design, selection and management of distribution channels.

Pricing and Promotion in Industrial Marketing: The importance of pricing in Industrial Marketing. In-house and external factors determine the price. Procedures, processes and pricing policies. The mixture promotion in industrial marketing. Sales promotion, advertising, direct marketing, public relations and personal selling.

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4. TEACHING METHODS - ASSESSMENT

MODE OF DELIVERY	On class	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY	PC, Video Projector, e-learning, electronic libraries	
TEACHING METHODS	<i>Method description</i>	<i>Semester Workload</i>
	Lecturing	39
	Class Work/Workshops	26
	Preparation of Group Project	15
	Independent and Directed Learning	45
	Total	125
ASSESSMENT METHODS	<u>Final Examination</u> :60% <u>Group Project</u> (40%) written role playing project with oral presentation	

5. RESOURCES

- Recommended Book and Journal Article Resources:

Tomaras P. (2009). Industrial Marketing. Published by the author. Athens, (ISBN: 978-960-90674-3-0). (in Greek)

Brennan R., Canning L., McDowell R., (2007) Business-to-Business Marketing, Sage Publications Ltd

Industrial Marketing Management The International Journal of Marketing for Industrial and High-Tech Firms <http://www.journals.elsevier.com/industrial-marketing-management/>

