

COURSE OUTLINE

1. GENERAL

SCHOOL:	BUSINESS AND ECONOMICS		
DEPARTMENT	BUSINESS ADMINISTRATION		
DIVISION	TOURISM AND HOSPITALITY MANAGEMENT		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	3104302	SEMESTER OF STUDY	3
COURSE TITLE	PRINCIPLES OF MARKETING		
COURSEWORK BREAKDOWN		TEACHING WEEKLY HOURS	ECTS Credits
Lectures and Workshops-Project Work		5	6
COURSE UNIT TYPE	General Background Course		
PREREQUISITES :			
LANGUAGE OF INSTRUCTION/EXAMS:	GREEK		
COURSE DELIVERED TO ERASMUS STUDENTS	YES (in English)		
MODULE WEB PAGE (URL)	http://moodle.teipir.gr/course/info.php?id=84		

2. LEARNING OUTCOMES

Learning Outcomes

Purpose of the course is to introduce students to the philosophy, basic concepts, principles and procedures that pertain to the marketing function. Students will be exposed to various forms of marketing and the role of marketing in organizations. Emphasis will be placed on the four elements of the marketing mix (product, price, place, promotion) and the formulation of a marketing plan for a product and/or service.

Upon successful completion of this course the student will be able to:

- Recognize the basic functions of marketing and the input of the marketing unit in the management of the organization
- Categorize customers into various groups according to various methods of segmentation
- Develop the appropriate strategies of STP (segmenting-targeting-positioning) for specific products and services
- Design effectively the marketing mix of a product/service

General Skills

- Search, analysis and synthesis of data with the use of new technologies
- Teamwork
- Decision-making

3. COURSE CONTENTS

The course is organized around topics such as:

- Philosophy and context of Marketing
- Types of Marketing
- Consumer Behavior
- Marketing Research
- Segmentation-Targeting-Positioning
- Marketing Mix (4 Ps)
- Differentiation strategies for products and services
- Formulation of Marketing Plan
- Case studies #

4. TEACHING METHODS - ASSESSMENT

MODE OF DELIVERY	In-Class	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY	Support of the learning process through the LMS platform of PUAS (Moodle).#	
TEACHING METHODS	<i>Method description</i>	<i>Semester Workload</i>
	Lectures	39
	Presentation of Case Studies, Class Discussions	26
	Preparation of Group Project	35
	Independent and Directed Learning	50
		150
ASSESSMENT METHODS	<p>I. Final Examination (70%) (Summative Evaluation) includes:</p> <ul style="list-style-type: none"> - Multiple choice questions and/or true-false questions - Short answer questions <p><u>Evaluation Objective:</u> To understand the fundamentals of the course.</p> <p><u>Evaluation Criteria:</u> Comprehensiveness, accuracy, and critical evaluation.</p> <p>II. Group Project (30%) (Summative Evaluation) includes:</p> <ul style="list-style-type: none"> - written work - public presentation <p>Analysis of case study</p> <p><u>Evaluation Objective:</u> To examine students' skills and to enhance students' teamwork skills.</p> <p><u>Evaluation Criteria:</u> Degree of specifications' satisfaction, Categorization-organization-adaptation of material, structure and clarity of written text, organization and management of teamwork project and presentation.</p>	

5. RESOURCES

- Recommended Book and Journal Article Resources:

Books:

- Kyriazopoulos P., Samanta E., (2014). *Introduction to Marketing: Yesterday-Today-Tomorrow*, Synchroni Ekdotiki Publishing, Athens (in Greek).
- Fahy J, Jobber D (2014). *Principles of Marketing*, Kritiki Publishers, Athens (in Greek)
- Armstrong, G. & Kotler, P. J., (2009), *Marketing: An Introduction to Marketing* (9ⁿ ed.,) Pearson Edition
- Panigyrakis G., Siomkos G (2005). *Marketing Case Studies*. Stamoulis, Athens (in Greek)
- Tzortzakis K & Tzortzakis A (2002). *Principles of Marketing*, Rosili, Athens (in Greek).

Selected articles from Journals:

Scientific Marketing (in Greek)

Business Horizons

Journal of Marketing

Journal of European Marketing

Journal of Marketing Management

Harvard Business Review

Marketing Intelligence & Planning