

## COURSE OUTLINE

### 1. GENERAL INFORMATION

<b>FACULTY</b>	ECONOMY AND MANAGEMENT		
<b>DEPARTMENT</b>	ORGANIZATIONS MANAGEMENT, MARKETING AND TOURISM		
<b>LEVEL OF STUDY</b>	UNDERGRADUATE		
<b>COURSE CODE</b>	1605-210106	<b>SEMESTER</b>	1st
<b>TITLE</b>	MARKETING PRINCIPLES		
<b>Autonomous Teaching Activities</b>		<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>
LECTURES		3	5
<b>COURSE TYPE</b>	GENERAL BACKGROUND		
<b>PREREQUISITE COURSES</b>	NONE		
<b>TEACHING LANGUAGE</b>	GREEK		
<b>COURSE OFFERED TO ERASMUS STUDENTS</b>	NO		
<b>COURSE WEBPAGE (URL)</b>	<a href="https://exams-sod.the.ihu.gr/course/view.php?id=245">https://exams-sod.the.ihu.gr/course/view.php?id=245</a>		

### 2. LEARNING OUTCOMES

<b>Learning outcomes</b>
<p>In this course, students will learn about the philosophy and tools of marketing as applied to a wide range of businesses as well as non-profit organizations. In recent decades, the oversupply of information has led to misconceptions about many concepts, one of which is marketing. Due to the strong correlation of objects with image management, many, including incoming students, have the impression that marketing is simply about successfully managing the image of junk products that rush to consume millions of consumers leading to their success. Of course, this reality is distorted and dangerous. Marketing is about the dialectical relationship between groups to meet common goals, for the benefit of all parties. The course aims to understand the above philosophy and to present the methodology and its application tools.</p> <p>At the end of this course the student will be able to:</p> <ol style="list-style-type: none"> <li>1. Knowledge: recognize the need and how to determine decisions in the field of marketing</li> <li>2. Understanding: distinguish the role that people's needs and preferences play in purchasing decisions and their consumer behavior</li> <li>3. Application: distinguish the usefulness of previous research and analysis of the internal and external environment of a company or an organization and assess the need for strategic planning in marketing</li> <li>4. Analysis: combine market data for a company or a specific product and to develop market</li> </ol>

segmentation techniques based on various criteria

5. Composition: organize goals and develop decisions regarding the promotion of a company or a product

6. Evaluation: define a complete marketing program on behalf of a business

#### **General Skills**

Upon successful completion of the course students develop knowledge that will help them in:

- Search, analysis, and synthesis of data and information, for the markets and the prevailing conditions using the appropriate methodology and the necessary technologies
- Adaptation to new situations
- Decision making
- Work in an international environment
- Project design and management
- Exercise criticism and self-criticism
- Work in an interdisciplinary environment
- Respect for diversity and multiculturalism
- Respect for the natural environment
- Demonstration of social, professional, and moral responsibility and sensitivity to gender issues
- Promotion of free, creative, and inductive thinking

### **3. COURSE CONTENT**

The course is the main introductory course in the scientific knowledge of marketing of one of the main directions of the Department. The teaching of the course aims at introducing students to the basic concepts of marketing and the basic related cognitive concepts, areas, and cognitive objects. In addition, it presents the connection of the concept of marketing with the respective business objectives as they are formed and reflected in the strategic management, it presents the business and financial environment and the understanding of its overall image and the requirements for effective management of marketing operation within it.

The course also deals with introductory concepts in methodologies of consumer behavior and marketing research and their place in modern marketing. The course is the basis on which specific methodologies and management techniques of marketing operations as developed during the individual special courses of the direction, but also the other directions. Finally, the aim of the course is for students to understand the role of marketing in the economy and society in general, in the impact on developments as well as its effects in areas beyond the academic environment.

In detail, the teaching units per lecture are presented below:

- 1 Introduction to Marketing Principles
- 2 Marketing Strategy and Understanding Competitors.
- 3 Description of the marketing environment
- 4 Marketing in International Markets and Globalization
- 5 Consumer buying behavior
- 6 Description of business markets and industrial purchasing behavior
- 7 Introductions to Marketing Strategy: Market Segmentation

- 8 Marketing Strategy: Targeting and Positioning
- 9 The need for marketing research
- 10 Introduction to brand management and packaging
- 11 The marketing of services
- 12 Part I of the course - What is marketing and how its philosophy is related to marketing strategy as a process and its specialized tools (consumer behavior and marketing research)
- 13 Part 2 of the course summary - How the marketing strategy is implemented through the management of the elements of the marketing mix.

#### 4. TEACHING AND LEARNING METHODS - ASSESSMENT

<b>TEACHING METHOD</b>	Face to face lectures in the room	
<b>ICT USE</b>	The slides of the lectures are posted on the course website on the Moodle platform of the Department	
<b>TEACHING ORGANIZATION</b>	<i>Activities</i>	<i>Working Load per Semester</i>
	Lectures	39
	Self-study	111
	Total	100
<b>ASSESSMENT</b>	<ul style="list-style-type: none"> <li>• The evaluation of students is done by participating in written exams whose answers are contained in the proposed textbooks.</li> </ul>	

#### 5. REFERENCES

##### ***-Suggested bibliography:***

- Dibb S, Simkin L, Pride W, Ferello C. (2021) Marketing Concepts and Strategies, Broken Hill Publications
- Kotler P., Keller K.L. (2006). Marketing Management, Key Number Publications.
- Perreault W. (2011) Marketing A Strategic Approach, Broken Hill Publications
- Solomon M, Marshall G., Stuart E, (2020) Marketing, A. TZIOLA & SONS SA Publications.
- Dimitriadis S., Tzortzaki A. (2010). Marketing, Principles, Strategies, Applications, Rosili Publications.
- Related scientific journals
- Journal of Consumer Research
- Journal of Marketing
- Journal of Marketing Research
- Marketing Science
- Journal of the Academy of Marketing Science
- European Journal of Marketing
- Journal of Consumer Psychology
- International Journal of Research in Marketing
- Marketing Theory
- Journal of Advertising • International Journal of Contemporary Hospitality

### Management

- Journal of Hospitality and Tourism Research
- Journal of Travel & Tourism Marketing
- Journal of Quality Assurance in Hospitality & Tourism
- Journal of Sustainable Tourism Management