

COURSE OUTLINE

1. GENERAL INFORMATION

FACULTY	ECONOMY AND MANAGEMENT		
DEPARTMENT	ORGANIZATIONS MANAGEMENT, MARKETING AND TOURISM		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE CODE	1605-210505	SEMESTER	5th (dir. Marketing)
TITLE	WHOLESALE AND RETAIL TRADE MARKETING		
Autonomous Teaching Activities		WEEKLY TEACHING HOURS	CREDITS
Theory		2	
Practice Exercises		3	
TOTAL		5	5
COURSE TYPE	GENERAL BACKGROUND		
PREREQUISITE COURSES	NONE		
TEACHING LANGUAGE	GREEK AND ENGLISH		
COURSE OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBPAGE (URL)			

2. LEARNING OUTCOMES

Learning outcomes
<p>1. KNOWLEDGE: Students are adequately taught the basic principles of wholesale and retail trade to be able to identify and define the environment of the retail trade.</p> <p>2. UNDERSTANDING: They can discern consumer demographics and discern consumer trends.</p> <p>3. APPLICATION: They will be able to discover and apply techniques that affect modern retail such as merchandising and the buying cycle.</p> <p>4. ANALYSIS: They can analyze the environment of wholesale and retail trade and design the appropriate sales mix.</p> <p>5. COMPOSITION: They can create the range and organize the process of selling business to business (b2b) and business to consumer (b2c).</p> <p>6. EVALUATION: They will also be able to evaluate the overall retail cycle, from procurement, the basic principles of successful procurement, modern logistics technologies, the role of the buyer in planning, future trends in e-commerce, and measure the profitability of the business.</p>
General Skills
<ul style="list-style-type: none"> ✓ Search, analyze, and synthesize data and information ✓ Decision making ✓ Autonomous work ✓ Teamwork

3. COURSE CONTENT

<p>Theoretical Part of the Course</p> <ol style="list-style-type: none"> 1. Historical review of retail trade. 2. The distribution of products. 3. Wholesale trade. 4. Classification of retail and wholesale companies. 5. The personnel management of the retail companies. 6. Purchases of goods. 7. Invoicing of goods. 8. Inventory planning and control. 9. Inventory cycle 10. Estimation of sales opportunities and forecasts. 11. Retail marketing strategy. 12. Physical distribution of products. 13. Electronic retail sales. <p>Practice exercises</p> <ol style="list-style-type: none"> 1. A series of exercises based on contemporary retail issues such as: Private label products, discount markets, malls, convenience stores, shopping cards, infrastructure and retail development, e-retail. 2. Case studies 3. Group work
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4. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD	Face to face lectures Practice exercises Case studies	
ICT USE	Use of slide show or video software. Communication using new technologies.	
TEACHING ORGANIZATION	Activities	Working Load per Semester
	Lectures	39
	Exercises	26
	Case Studies	35
	Videos	20
	Educational visit	30
	TOTAL	150
ASSESSMENT	<p>Language of assessment: Greek and English</p> <p>Assessment methods for the theory:</p> <ul style="list-style-type: none"> • Short answer questions Open-ended questions • Written work in word or PPT <p>Assessment Methods for Practice Exercises:</p> <ul style="list-style-type: none"> • Participation in the exercise • Case studies • Ability of the student to collaborate in a team. <p>The test material is posted on Moodle and before the test time is spent on answering questions about the test material.</p>	

	A file of students' examination documents is kept until they receive their degree. After the exam, time is available to each student to clarify his / her mistakes and explain his / her grade.
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5. REFERENCES

-Suggested bibliography:

- • Tzortzakis K, "Retail and Wholesale Marketing", Rosili publications
- • Six toes N, "Wholesale and Retail Marketing" Ellin Publications
- • Papavassiliou N., Baltas G. "Retail and Wholesale Marketing" ROSILI Publications, Athens 2003
- **-Related scientific journals:**
Journal of Retailing