

COURSE OUTLINE

1. GENERAL INFORMATION

FACULTY	ECONOMY AND MANAGEMENT		
DEPARTMENT	ORGANIZATIONS MANAGEMENT, MARKETING AND TOURISM		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE CODE	1605-230603	SEMESTER	6th (dir. Marketing)
TITLE	INDUSTRIAL MARKETING		
Autonomous Teaching Activities		WEEKLY TEACHING HOURS	CREDITS
Lectures		3	5
COURSE TYPE	GENERAL BACKGROUND		
PREREQUISITE COURSES	NONE		
TEACHING LANGUAGE	GREEK AND ENGLISH		
COURSE OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBPAGE (URL)	http://ommt.ihu.gr/wp-content/uploads/courses21/210603_Per_Biomhxaniko-mkt.pdf		

2. LEARNING OUTCOMES

Learning outcomes
<p>Upon successful completion of the course the student will be able to:</p> <ol style="list-style-type: none"> 1. Knowledge: to know the basic principles, decisions, tools, and terminology of Industrial Marketing. The main features of industrial markets. 2. Understanding: to know and recognize the differences between consumer and industrial markets and the specifics of marketing strategy in industrial markets. <p>Application: to utilize the concepts of procurement management and bidding as well as relationship marketing. (Relationship marketing).</p> <ol style="list-style-type: none"> 4. Analysis: to seek the analysis of B2B marketing problems and the corresponding decision making. 5. Composition: to obtain an overall and combined picture of MKT decisions as a business operation. 6. Evaluation: to gain experience in the creative and systematic use of MKT principles, methods, and strategies in planning and evaluation.
General Skills
<ul style="list-style-type: none"> • 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
- Promoting free, creative, and inductive thinking

3. COURSE CONTENT

The importance of industrial and business transactions in general (transactions that take place between companies) for the economy and the specifics of the respective markets, led to the development of the course content as a separate branch of marketing.

The course aims to lead students to understand the key features of industrial (B2B) markets and the main differences between industrial (B2B) marketing and consumer product marketing. In addition, the development of technology has allowed the development of techniques that have passed from the area of industrial marketing to the marketing of many consumer products. The study and development of industrial marketing have contributed to the development of marketing relationships. In addition, this study has special weight and peculiarities in the application of marketing management in areas such as sales management, logistics, and the development of new products and innovations.

1. Conceptual definition of Industrial Marketing.
2. Analysis of purchasing behavior of industrial buyers
3. Relationship management in industrial markets
4. Analysis of demand and opportunities in the industrial market - B2B market research
5. Segmentation and Positioning in Industrial Markets
6. E-commerce and marketing in B2B markets
7. Strategic planning in B2B marketing
8. Product management in B2B markets
9. Pricing in B2B markets
10. Management of distribution channels and supply chain in the B2B markets
11. Communication and promotion in B2B markets
12. Marketing services in B2B markets
13. Course summary

4. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD	Face to Face	
ICT USE	Use of audiovisual and interactive material with the help of ICT. Support for the learning process and communication with students through the online platform Moodle.	
TEACHING ORGANIZATION	Activities	Working Load per Semester
	Lectures	39
	Individual Assignment	35
	Self-study	76
	TOTAL	150

ASSESSMENT	<p>I. Written final exam (80%) which includes:</p> <ul style="list-style-type: none"> - Multiple-choice questions - Solve problems related to B2B marketing <p>Comparative evaluation of theory data</p> <p>II. Individual Work (20%)</p> <p>The purpose of the work is to test the skills developed by the students who are related to B2B marketing and their ability to design and implement a project.</p>
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5. REFERENCES

-Suggested bibliography:

- High-Tech and Industrial Marketing, Siomkos Georgios, Tsiamis Ioannis, Fotiadis Thomas, Broken Hill Publications
- Strategic Industrial (B2B) Marketing, Avlonitis Georgios, Dimitriadis Sergios, Antonas Konstantinos, Rossili Publications

Related scientific journals

- Industrial Marketing Management
- Journal of Business & Industrial Marketing
- European Journal of marketing