

## 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>	<b>1605-230605</b>	<b>SEMESTER</b>	<b>6th</b>
<b>TITLE</b>	<b>MARKETING STRATEGY</b>		
<b>Autonomous Teaching Activities</b>		<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>
Lectures		3	3
Practice Exercises			
<b>TOTAL</b>			
<b>COURSE TYPE</b>	SCIENTIFIC AREA		
<b>PREREQUISITE COURSES</b>	NONE		
<b>TEACHING LANGUAGE</b>	GREEK AND ENGLISH		
<b>COURSE OFFERED TO ERASMUS STUDENTS</b>	YES		
<b>COURSE WEBPAGE (URL)</b>	<a href="http://ommt.ihu.gr/wp-content/uploads/courses21/210605_Per_Strathgikh-mkt.pdf">http://ommt.ihu.gr/wp-content/uploads/courses21/210605_Per_Strathgikh-mkt.pdf</a>		

### 2. LEARNING OUTCOMES

<b>Learning outcomes</b>
<p>The students of the OMMT department with a direction in Marketing with the successful attendance of the course:</p> <ol style="list-style-type: none"> <li>1. KNOWLEDGE: recognize the concepts of strategic planning and programming</li> <li>2. UNDERSTANDING: distinguish the role of programming in the marketing subsystem of a business or organization.</li> <li>3. IMPLEMENTATION: examine developments in the internal and external marketing environment</li> <li>4. ANALYSIS: design new marketing strategies for a real business unit (of their choice)</li> <li>5. COMPOSITION: combine the real market data with the current situation of the company they have chosen</li> <li>6. EVALUATION: evaluate the results of marketing strategies that have been implemented in the past and in combination with developments in the external environment of the company propose new strategies and tactics</li> </ol>
<b>General Skills</b>
<ol style="list-style-type: none"> <li>1) Search, analysis, and synthesis of data and information, using the necessary technologies</li> <li>2) Adaptation to new situations</li> <li>3) Decision making</li> <li>4) Teamwork</li> </ol>

- 5) Project management
- 6) Exercise criticism and self-criticism
- 7) Promotion of free, creative, and inductive thinking

**3. COURSE CONTENT**

- 1) Strategic marketing planning and planning
- 2) Analytical tools: Marketing Audit
- 3) Analytical tools: SWOT Analysis
- 4) The content and modules of a marketing plan (Kotler plan)
- 5) Analysis of the current situation (internal-external marketing environment)
- 6) Goals, Marketing Strategy, Marketing Tactics
- 7) Marketing Strategies
- 8) Marketing Tactics
- 9) Budget and Control
- 10) The content and modules of a marketing plan (Buell plan)
- 11) Interdepartmental control - Strength-weakness assessment sheet
- 12) Theoretical part review and instructions for the exams
- 13) Evaluation of student marketing plans and discussion

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

<b>TEACHING METHOD</b>	In class	
<b>ICT USE</b>	Use of ICT in Teaching, Laboratory Education and Communication with the students	
<b>TEACHING ORGANIZATION</b>	<i>Activities</i>	<i>Working Load per Semester</i>
	Lectures	26
	Laboratory training analysis of case studies of Marketing Plans	26
	Teamwork Development of a Marketing Plan for real businesses	98
	<b>TOTAL</b>	<b>150</b>
<b>ASSESSMENT</b>	<p>THEORY</p> <p>I. Multiple Choice</p> <p>II. Development Questions</p> <p>PRACTICE EXERCISES</p> <p>I. Development of a Marketing Plan by groups of students</p> <p>II. Presentation and oral examination of the Marketing Plan</p> <p>By appointment or during student collaboration hours, students can see their mistakes in written exams. The works are discussed after their presentation and</p>	

observations for improvement are made.

## 5. REFERENCES

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

- Tilikidou, E. (2020). The Marketing Strategy - Notes, TEITH Publications.
- Siomkos, G. (2018). Strategic Marketing, BrokenHill Publications
- Avlonitis, GI and Papastathopoulou, P. (2010). Marketing Plans: how to design effective marketing programs. Athens, Stamoulis Publications.
- Kottler, P. (2000). Marketing Management: Analysis, Planning, Implementation. Millennium Edition, Englewood Cliffs, N.J., Prentice –Hall Inc.
- Kotler, P. and Keller, K. L. (2006). Marketing Management. 12th edition Upper Saddle River, N.J.: Pearson Prentice Hall, p. 59.
- Buell, V., (1984). Marketing Management: A Strategic Planning Approach, London McGraw – Hill, Inc.
- Wilson, R. M., and Gilligan, C. (2005). Strategic Marketing Management, Elsevier Butterworth-Heinemann
- Lehmann, D. and Winer, R. (2007). Analysis for Marketing Planning, 7th edition, McGraw-Hill
- Miller, A. (1998). Strategic Management .3rd edition, McGraw – Hill, Inc.
- Cohen, W. (2006). The Marketing Plan, 5th edition, John Wiley & Sons.
  
- **-Related scientific journals:**  
JournalofMarketing,  
Journal of Marketing Management