

## 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>1605-230803</b>	<b>SEMESTER</b>	<b>7th</b>
<b>TITLE</b>	<b>MARKETING ADMINISTRATION</b>		
<b>Autonomous Teaching Activities</b>		<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>
Lectures, Laboratory Exercises		4	5
<b>COURSE TYPE</b>	SPECIAL BACKGROUND		
<b>PREREQUISITE COURSES</b>			
<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/courses21/210803_Per_Dioikhsh-mkt.pdf">http://ommt.ihu.gr/wp-content/uploads/courses21/210803_Per_Dioikhsh-mkt.pdf</a>		

### 2. LEARNING OUTCOMES

<b>Learning outcomes</b>
<p><b>KNOWLEDGE:</b> The students of the marketing department are adequately taught the concepts and methods of the executive operation of M.A. in order to combine the necessary supplies to be able to adequately identify and describe marketing problems.</p> <p><b>2. DISCUSSION:</b> They learn to discern the marketing environment so that they can discern and assess problems both internally and externally.</p> <p><b>3. APPLICATION:</b> They learn to classify the goals of the company according to criteria.</p> <p><b>4. ANALYSIS:</b> They learn to be able to analyze existing opportunities and design suggested solutions.</p> <p><b>5. COMPOSITION:</b> They learn to compose, create specific goals, and propose targeted decisions.</p> <p><b>6. EVALUATION:</b> Learn to evaluate, measure, and judge the overall performance of marketing actions.</p>
<b>General Skills</b>
<ul style="list-style-type: none"> <li>• Search, analysis and synthesis of data and information, using the necessary technologies</li> <li>• Adaptation to new situations</li> <li>• Decision making</li> </ul>

- Individual and Group work
- Project management
- Exercise criticism and self-criticism, control
- Promoting free, creative, and inductive thinking
- Performance control

### 3. COURSE CONTENT

#### THEORY

1. Definition, perceptions, and the evolution of marketing over time. the mission of businesses.
2. The content of M.A.
3. Management models.
4. Analysis of marketing opportunities.
5. Target market research and selection.
6. Strategy planning.
7. The marketing plan.
8. Organization, implementation, and control.
9. The decision-making in M.A. (Methods and criteria for decision making).
10. Decision tree
11. The M.A. in the globalized environment
12. The connection of marketing with other functional areas
13. The ethics of marketing in a consumer world. Ethics issues

#### PRACTICE EXERCISES

- Understanding the marketing environment
- Case studies of criteria and decision-making methods.
- Case studies and elaboration of real business plans by groups of students.

### 4. TEACHING AND LEARNING METHODS - ASSESSMENT

<b>TEACHING METHOD</b>	Face to face lectures Group practice exercises in the room Preparation of assignments by groups of students.	
<b>ICT USE</b>	Use slide show or video software. Editing in groups of real cases. Communication using new technologies.	
<b>TEACHING ORGANIZATION</b>	<b>Activities</b>	<b>Working Load per Semester</b>
	Lectures	52
	Laboratory Training that focuses on the analysis of studies	48
	Preparation of a Business Plan-Groupwork	10
	Lecture by a visiting business executive	30
	Educational visit	10
	<b>TOTAL</b>	<b>150</b>
<b>ASSESSMENT</b>	Language of assessment: Greek	

	<p>Assessment methods for the theory:</p> <ul style="list-style-type: none"> <li>• Short answer questions</li> <li>• Development/crisis questions</li> <li>• Writing in word or PPT</li> </ul> <p>Assessment Methods for Practice Exercises:</p> <ul style="list-style-type: none"> <li>• Exercises with an application of criteria for decision making</li> <li>• Problem solving / case study</li> </ul> <p>The test material is posted on Moodle and time is spent before the test on answering questions about the test material.</p> <p>A file of students' examination documents is kept until they receive their degree.</p> <p>After the exam, time is available to each student to clarify his / her mistakes and explain his / her grade.</p>
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## 5. REFERENCES

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

- Kottler, P. (1991). Marketing Management Analysis, Planning, Implementation, 7th edition, Englewood Cliffs, N.J., Prentice – Hall Inc.
- Guiltinan, J.P., Paul, G.W. and Madden, T.J. (1997). Marketing Management: Strategies and Programs, McGraw-Hill, Inc.
- Cohen, W.A. (1995). The Marketing Plan, 2nd edition, J. Wiley & Sons, Inc.
- Tilikidou, E. (2012). Marketing Management. Notes, TEITH Publications
- Tilikidou-Stogianni, I. E. (2003). Postmodern Marketing: A Review, University Studio Press Publications, Thessaloniki.

### **-Related scientific journals:**

Journal of Marketing Management