

COURSE OUTLINE

1. GENERAL INFORMATION

FACULTY	ECONOMY AND MANAGEMENT		
DEPARTMENT	ORGANIZATIONS MANAGEMENT, MARKETING AND TOURISM		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE CODE	1605-230806	SEMESTER	7th
TITLE	MARKETING OF EDUCATIONAL UNITS		
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)	https://exams-sod.the.ihu.gr/course/view.php?id=327		

2. LEARNING OUTCOMES

Learning outcomes
<p>The course aims to help the student understand the principles, philosophy, and applications that characterize Marketing and Communication for educational units and educational institutions. More specifically, after successfully attending this course, the student will be able to:</p> <ol style="list-style-type: none"> 1. Knowledge: develop the importance and nature of educational experiences, recognize the need, and how to make decisions in the field of marketing. 2. Understanding: describe the structure and characteristics of supply and demand in education and their relationship with marketing philosophy. 3. Application: describe the role, function, objectives, and strategies of educational product pricing 4. Analysis: analyze the meaning and usefulness of the marketing mix for both non-profit organizations and educational units and institutions, and distinguish the characteristics of the elements that make it up. 5. Composition: develop practices and strategies for developing and managing educational experiences. 6. Evaluation: define an integrated marketing program on behalf of an educational enterprise or educational organization.
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
- Promoting free, creative, and inductive thinking

3. COURSE CONTENT

1. Philosophy and process of marketing for non-profit organizations and educational units and institutions.
2. Analysis of supply and demand in education. Procedure for deciding to purchase educational products.
3. Analysis, development, and management of educational experience. Making marketing plans.
4. Segmentation of the educational market, targeting, and placement. Competition analysis. Marketing mix and the 4 "P".
5. Educational product: image, brand name, differentiation, product analysis, new product development, product life cycle, specifics of products and services.
6. Price: demand elasticity, price rigidity, and flexibility, price shaping factors, price differentiation, price determination techniques.
7. Distribution: distribution channels in education, intermediaries, selection of distribution channels, intermediary policy.
8. Communication mix in education: communication models, goals and sales promotion techniques,
9. Internal and external sales promotion planning,
10. the function of merchandising,
11. Objectives and strategy of advertising, development of advertising campaign,
12. Purpose and techniques of public relations,
13. Organization and goals of personal sales.

4. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD	Face to face lectures in class
ICT USE	The slides of the lectures are posted on the course website on the moodle platform of the Department.

TEACHING ORGANIZATION	<i>Activities</i>	<i>Working Load per Semester</i>
	Lectures	39
	Written Assignment	20
	Project	10
	Bibliographic study and analysis	30
	Self-study	51
TOTAL	150	
ASSESSMENT	<p>Written exams, with open-ended questions, and/or multiple-choice, and/or with case study: 70% of the final grade.</p> <p>Elaboration of individual and/or group study (project) and project writing: 30% of the final grade.</p>	

5. REFERENCES

-Suggested bibliography:

- Pantouvakis, A., Siomkos, G. & Christou, E. (2015). Marketing. Athens: Livani Publications.
 - Gibbs, P., Knapp, M. (2012). Marketing Higher and Further Education: An Educator's Guide to Promoting Courses, Departments and Institutions, New York: Routledge.
 - Oplatka, I., Hemsley-Brown, J., eds (2012) The Management and Leadership of Educational Marketing: Research, Practice and Applications, New York: Emerald Group Publishing.
- Related scientific journals:**
- Academia Journal of Educational Research
 - American Educational Research Journal