



# UNIVERSITY OF PIRAEUS

## 1) GENERAL

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|--|---|-----------------|---|
| <b>SCHOOL</b>                                    | ECONOMICS, BUSINESS AND INTERNATIONAL STUDIES   |                 |   |
| <b>ACADEMIC UNIT</b>                             | ECONOMICS   |                 |   |
| <b>LEVEL OF STUDIES</b>                          | UNDERGRADUATE   |                 |   |
| <b>COURSE CODE</b>                               | <b>OKMAP04</b>  | <b>SEMESTER</b> | 5 |
| <b>COURSE TITLE</b>                              | <b>MARKETING</b>  |                 |   |
| <b>INDEPENDENT TEACHING ACTIVITIES</b>           | <b>WEEKLY TEACHING HOURS</b>  | <b>CREDITS</b>  |   |
| Lectures   | 4   | 5               |   |
| <b>COURSE TYPE</b>                               | SCIENTIFIC EXPERTISE  |                 |   |
| <b>PREREQUISITE COURSES</b>                      | -   |                 |   |
| <b>LANGUAGE OF INSTRUCTION and EXAMINATIONS</b>  | GREEK   |                 |   |
| <b>IS THE COURSE OFFERED TO ERASMUS STUDENTS</b> | NO  |                 |   |
| <b>COURSE WEBSITE (URL)</b>                      | <a href="https://eclass.unipi.gr/courses/OEP173/">https://eclass.unipi.gr/courses/OEP173/</a> |                 |   |

## 2) LEARNING OUTCOMES

### Learning Outcomes

Upon successful completion of the course, students will be able to:

1. Understand the basic functions of marketing and the contribution of the marketing department to the organization and management of a business.
2. Effectively design the marketing mix of a product/service.
3. Focus on market research and the role it plays in identifying consumer preferences and attitudes.
4. Integrate market research and the marketing mix in the formulation of the strategic marketing plan of a product or service.
5. Categorize consumers into individual groups based on specific segmentation methods.
6. Decide on appropriate positioning and differentiation strategies for products and services.
7. Contrast and compare alternative marketing strategies through case study analysis.

### General Competences

- Teamwork
- Decision-making
- Criticism
- Promoting free, creative and inductive thinking

## 3) SYLLABUS

Marketing is the business and social process that identifies consumer needs and wants, and determines in which markets a business can compete successfully so as to design the appropriate products, services and programs to “serve” these needs and wants. Marketing is more than a simple social process: it is more the philosophy that guides a business to achieve its planned goals.

The primary purpose of the course is to introduce students to the basic principles, concepts and practices of consumer marketing and to critically understand the processes and principles that govern the marketing function of businesses. In the context of the course, students are invited to understand the contribution of the administrative function of marketing in modern businesses as well as the techniques that marketing executives apply when designing the four basic components of the marketing mix (product, promotion, distribution, price). At the same time, the various marketing research and market segmentation methods applied to create and maintain competitive advantage are analyzed.

Additional objectives are: understanding the strategic role of Marketing decisions for society, economy and businesses, understanding the “language of Marketing” used by marketers, the relationships of Marketing with the other functions of a business, the role and strategies of advertising, the role of e-Marketing in the New Economy, the role of social networks in Marketing, etc.

The course is based on the direct participation of students and during the course, Case Studies of real cases of Greek & International companies will be analyzed/developed, as well as a significant number of Marketing executives from Greek

companies will be invited. The purpose of the above is, on the one hand, to connect (and therefore consolidate) the theoretical learning of Marketing with the real Greek business environment, and on the other hand, to develop the analytical, synthetic and critical skills of the students.

The course is divided into the following main sections:

- Basic Marketing concepts and definition of "consumer needs"
- Principles & Differences of Consumer & Industrial Marketing.
- Main Points of Marketing Policy (product, distribution, promotion, pricing).
- Consumer Behavior for Banks and Businesses
- Marketing Strategies & Competitive Product Positioning,
- Tools & Methodologies for Implementing Marketing Strategies
- Development & Design of Marketing Programs (Marketing Plans)
- Research & Information Systems of the MTC and e-marketing Strategies
- Advertising Design of Products and Services

#### 4) TEACHING and LEARNING METHODS

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|--|--|--------------------------|
| <b>DELIVERY</b>  | In-class lecturing   |                          |
| <b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGY</b> | <ul style="list-style-type: none"> <li>• Use of ICT in lectures</li> <li>• USE of ICT in Communication with students</li> </ul>  |                          |
| <b>TEACHING METHODS</b>                                | <b>Activity</b>  | <b>Semester workload</b> |
|  | Lectures   | 52                       |
|  | Essay Writing  | 36                       |
|  | Study  | 35                       |
|  | Exams  | 2                        |
|  | <b>Course Total</b>  | <b>125</b>               |
| <b>STUDENT PERFORMANCE EVALUATION</b>                  | <p>The following grading model will be used in the course:</p> <ul style="list-style-type: none"> <li>• Participation in the course + Article Presentations (bonus) up to +1 grade.</li> <li>• Creation of a Marketing Plan (bonus) up to +2 grade</li> <li>• End-of-semester exams (graded 0-10)</li> </ul> <p>It is also noted that the course (assignments, exercises, case studies and exams) is based on the understanding and consolidation of the concepts and applications taught, and not on the pointless memorization of definitions and concepts. Instructions for the assignments and practical seminars are given during the lectures, while they are also posted on the course eclass. The language of the examination and writing of the assignments is Greek.</p> |                          |
| <b>ATTACHED BIBLIOGRAPHY</b>                           | <ul style="list-style-type: none"> <li>• Marketing: A Strategic Approach, Perreault W., Cannon &amp; McCarthy, ISBN: 9789604891504, 2012.</li> <li>• Instructor's notes, case studies and digital material.</li> </ul> <p>Journal Articles: MIT-Sloan Management Review (<a href="http://sloanreview.mit.edu/">http://sloanreview.mit.edu/</a>), California Management Review (<a href="http://cmr.berkeley.edu/">http://cmr.berkeley.edu/</a>) &amp; Harvard Business Review (<a href="https://hbr.org/">https://hbr.org/</a>)</p>  |                          |