

COURSE OUTLINE

1. GENERAL

SCHOOL	ENGINEERING		
DEPARTMENT	PRODUCT AND SYSTEMS DESIGN ENGINEERING		
LEVEL OF STUDIES	Undergraduate		
COURSE CODE	3302	SEMESTER	5th
COURSE TITLE	Marketing		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>		WEEKLY TEACHING HOURS	CREDITS
Lectures		3	6
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	Special Background		
PREREQUISITE COURSES:	NONE		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	GREEK/ENGLISH		
COURSE DELIVERED TO ERASMUS STUDENTS	YES		
MODULE WEB PAGE (URL)	https://eclass.uowm.gr/		

2. LEARNING OUTCOMES

Learning outcomes
<p>The purpose of this course is to introduce the students to the marketing. Topics covered in the course include Marketing Philosophy, Concepts and Definitions of Marketing, Strategic Marketing Planning, Marketing Information System, Marketing Environment Analysis, Consumer Behavior Model, Market Segmentation, Marketing mix and the Marketing plan.</p> <p>On successful completion of this module the learner will be able to:</p> <ol style="list-style-type: none"> 1. Has knowledge of the basic concepts of marketing 2. Develops the strategic marketing plan 3. Organizes the marketing information system 4. Analyzes the marketing environment 5. Analyzes consumer behavior 6. Segments the purchase of a product or a company 7. Analyzes the elements of the marketing mix 8. Creates and analyzes the marketing plan
General Skills
<p>Upon successful completion of the program students will:</p> <ul style="list-style-type: none"> • have the theoretical and practical background on the field of product and systems design engineering and the corresponding profession. • utilize scientific knowledge to understand, analyze and solve problems. • apply a wide range of scientific and technical knowledge concerning the design and development of products and systems.

3. COURSE CONTENTS

- *Dimensions of marketing*: Global and domestic perspectives, Marketing defined.
- *Strategy formation*: Business environment, Strategic decision-making, Marketing Intelligence systems.
- *Marketing Information system*: data handling and interpretation, Information tracking system, Demand Analysis and Sales forecasting.
- *Analysis of marketing environment*: Macro/Micro environment.
- *Customer behavior*: factors, Opinion leaders, Buyer behavior.
- *Competitiveness*
- *Market Segmentation*: Macro/Micro segmentation process, Market segmentation and product positioning approach, Benefit segmentation, Target Marketing strategies.
- *Strategic innovation and new product development*: Innovation and competitiveness, the impact of technology, The diffusion of innovation, Product development strategy.
- *SWOT Analysis*: strengths and weaknesses against market opportunities and threats.
- *Marketing Research*: Methodologies of market research, types of sampling, questionnaires, interviewing, qualitative and attitude research, test market
- *Marketing mix*: Product, product's life cycle, package, product's series, price determinants, advertising, sales promotion, public relations, direct marketing, e-commerce, distribution, franchising, inventory, logistics
- *Marketing plan*: Strategies, plans and tactics. analysis, final stages of the survey.

4. TEACHING METHODS - ASSESSMENT

MODE OF DELIVERY	In class, face to face	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY	<ul style="list-style-type: none"> • Video and slide presentations via projector • Support of teaching process via the electronic platform e-class • Communication with students. 	
TEACHING METHODS	Activity	Semester workload
	Lectures	70
	Projects	30
	Non-directed study	50
	Course total	150
ASSESSMENT METHODS	Final written exam which includes: <ul style="list-style-type: none"> i. Short-answer questions ii. Multiple choice questions iii. Problem solving 	

5. ATTACHED

- Suggested bibliography:

- Kotler, Philip, Armstrong, Gary, *Αρχές Μάρκετινγκ*, Εκδόσεις Γκιούρδας, Αθήνα
- Τζωρτζάκης Κ., Τζωρτζάκη Α., Petrof J. V., *Μάρκετινγκ Μάνατζμεντ*, Εκδόσεις ROSILI
- Εισαγωγή στο Μάρκετινγκ και την Έρευνα Αγοράς, Τομαρά.
- Βιομηχανικό Μάρκετινγκ, Πατρινού Δ., Εκδόσεις Έλλην.