

COURSE OUTLINE

1. GENERAL

SCHOOL	ADMINISTRATIVE ECONOMIC AND SOCIAL SCIENCES		
DEPARTMENT	BUSINESS ADMINISTRATION		
DIVISION	MARKETING & COMMUNICATION		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	30-Γ.6	SEMESTER OF STUDY	3rd
COURSE TITLE	PRINCIPLES OF MARKETING		
COURSEWORK BREAKDOWN		TEACHING WEEKLY HOURS	ECTS Credits
Lectures and Workshops-Project Work		3	5
COURSE UNIT TYPE	Compulsory/Core Course		
PREREQUISITES :	---		
LANGUAGE OF INSTRUCTION/EXAMS:	ENGLISH		
COURSE DELIVERED TO ERASMUS STUDENTS	YES		
MODULE WEB PAGE (URL)	https://eclass.uniwa.gr/courses/DE215/		

2. LEARNING OUTCOMES

The course is intended to familiarize students with the basic theoretical concepts and approaches of Marketing. Upon completion of the course students will be able to:

- describe the fundamental marketing concepts and terminology;
- explain the difference between marketing, advertising, and sales;
- describe the process of market research;
- describe the concept of pricing;
- explain product strategy, including the concepts of product life cycle, positioning, and pricing;
- define competition and explain competitive analysis;
- analyze the process of distribution and explain marketing channels;
- identify the key elements of product promotions;
- explain how to develop a marketing plan and apply the principles of marketing in creating a marketing plan; and
- explain social media's place in the integrated marketing communications process.

General Skills

- Individual work
- Work in an international environment

3. COURSE CONTENTS

The course is organized around topics such as:

1. Defining Marketing, Company and Marketing Strategy
2. Analyzing the Marketing Environment, Managing Marketing Information
3. Consumer/Business Markets and Consumer/Business Buyer Behavior
4. Customer-Driven Marketing Strategy, Product, Services and Brands
5. Product and Brand Management
6. New Product Development and Product Life-Cycle Strategies,
7. Pricing and Pricing Strategies

8. Marketing Channels, Retailing and Wholesaling
9. Communicating customer Value – Integrated Marketing Communication
10. Advertising and Public Relations, Personal Selling and Sales Promotion
11. Direct and Digital Marketing, Creating competitive Advantage
12. The Global Marketplace,
13. Class Presentations and Review

4. TEACHING METHODS - ASSESSMENT

MODE OF DELIVERY	In-Class	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY	Support of the learning process through the LMS platform of University of West Attica (E-class)	
TEACHING METHODS	<i>Method description</i>	<i>Semester Workload</i>
	Lectures	39
	Presentation of Individual Project/class discussions	26
	Preparation of Individual Project	20
	Independent and Directed Learning	40
	Total	125
ASSESSMENT METHODS	<p>I. Final Examination (70%) (Summative Evaluation) includes: Multiple choice questions and/or true-false questions <u>Evaluation Objective:</u> To understand the fundamentals of the course. <u>Evaluation Criteria:</u> Comprehensiveness, accuracy, and critical evaluation.</p> <p>II. Individual Project (30%) (Summative Evaluation) includes: - written work - public presentation <u>Evaluation Objective:</u> To examine students' skills and to enhance students' presentation skills. <u>Evaluation Criteria:</u> Degree of specifications' satisfaction, Categorization-organization-adaptation of material, structure and clarity of written text, organization and management of individual project and presentation.</p>	

5. RESOURCES

- Recommended Book and Journal Article Resources:

Book:

- Kotler, P., & Armstrong, G. (2010). *Principles of Marketing*. Pearson, NY.
- Kotler, P., Keller, K. L., Brady, M., Goodman, M., & Hansen, T. (2019). *Marketing Management*. Pearson, UK.
- Fahy, J., & Jobber, D. (2015). *Foundations of Marketing (5th Edition)*. McGraw-Hill, UK

Journal:

- Journal of Interactive Marketing <https://www.journals.elsevier.com/journal-of-interactive-marketing>
- European Journal of Marketing <https://www.emerald.com/insight/publication/issn/0309-0566>
- Journal of Advertising <https://www.jstor.org/journal/jadve>
- Journal of Marketing Management <https://www.tandfonline.com/toc/rjmm20/current>
- Journal of Retailing and Consumer Services <https://www.journals.elsevier.com/journal-of-retailing-and-consumer-services>