

## COURSE OUTLINE

### 1. GENERAL

<b>SCHOOL</b>	APPLIED SCIENCES		
<b>DEPARTMENT</b>	DIGITAL MEDIA AND COMMUNICATION		
<b>LEVEL OF STUDY</b>	UNDERGRADUATE		
<b>COURSE UNIT CODE</b>	DMC 215	<b>SEMESTER OF STUDY</b>	2 <sup>nd</sup>
<b>COURSE TITLE</b>	PRINCIPLES OF MARKETING		
<b>COURSEWORK BREAKDOWN</b>		<b>TEACHING WEEKLY HOURS</b>	<b>ECTS Credits</b>
Lectures		2	
Practice - Workshops		2	
Total		4	5
<b>COURSE UNIT TYPE</b>	Compulsory, General Course Infrastructure		
<b>PREREQUISITES :</b>	-		
<b>LANGUAGE OF INSTRUCTION/EXAMS:</b>	GREEK		
<b>COURSE DELIVERED TO ERASMUS STUDENTS</b>	Yes (in English)		
<b>MODULE WEB PAGE (URL)</b>	<a href="http://elearn.teikoz.gr/course/view.php?id=64">http://elearn.teikoz.gr/course/view.php?id=64</a>		

### 2. LEARNING OUTCOMES

<b>Learning Outcomes</b>
<p>The purpose of the course is the critical understanding of the basic concepts and principles of marketing management. Students will learn about the role of marketing within the organization as well as the techniques that marketers use for developing the four basic elements of marketing mix (product, price, place and promotion). Moreover, students will explore the impact of marketing research and market segmentation on the creation of competitive advantage for organizations.</p> <p>On successful completion of this module the learner will be able to:</p> <ul style="list-style-type: none"> <li>• Recognize the role and contribution of the marketing function to the effective management of a business.</li> <li>• Design effectively the marketing mix of a product or a service.</li> <li>• Argue about the importance of marketing research in identifying consumers' attitudes and preferences.</li> <li>• Use marketing research techniques when preparing strategic marketing plans for products or services.</li> <li>• Categorize and classify consumers into segments based on various methods of segmentation.</li> <li>• Choose appropriate differentiation and positioning strategies for products or services.</li> <li>• Contrast and judge alternative marketing strategies based on thorough analysis of case studies.</li> </ul>
<b>General Skills</b>
<ul style="list-style-type: none"> <li>- Teamwork</li> <li>- Decision making</li> <li>- Critical thinking</li> <li>- Free, creative and inductive thought</li> </ul>

### 3. COURSE CONTENTS

<p>The course is organized around topics such as:</p> <ul style="list-style-type: none"> <li>- Types of marketing (i.e. retail, industrial).</li> </ul>
---

- Marketing mix elements.
- Methods of marketing research.
- Segmentation, targeting and positioning process.
- Differentiation strategies for products and services.
- Competitive analysis and competitive advantage.
- Strategic marketing plan.
- Unique selling proposition.
- Marketing warfare strategies.
- Case studies.

#### 4. TEACHING METHODS - ASSESSMENT

<b>MODE OF DELIVERY</b>	In-Class	
<b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGY</b>	Support of the learning process through the e-class platform.	
<b>TEACHING METHODS</b>	<b>Method description</b>	<b>Semester Workload</b>
	Lectures	26
	Practice - Workshops	26
	Project Work (non-compulsory)	29
	Personal Study	44
	<b>Total Work Load for student with project work</b>	<b>125</b>
	Lectures	26
	Practice - Workshops	26
	Personal Study	73
<b>Total Work Load for student without project work</b>	<b>125</b>	
<b>ASSESSMENT METHODS</b>	I. End of Semester Formal Examination (60% or 100%) <ul style="list-style-type: none"> <li>- Short answer questions</li> <li>- Essay questions</li> <li>- Questions of applying theories and models of marketing on case studies and problems.</li> </ul> II. Presentation of Group Projects (40% or 0%)	

#### 5. RESOURCES

- Recommended Book Resources:

- Kotler, P. J., & Armstrong, G. M. (2010), *Principles of Marketing*, Pearson Education.
- Boyd, H. W., Walker, O. C., & Larreche, J. C. (1995), *Marketing Strategy: A Strategic Approach to Global Orientation*, Irwin, Chicago, IL.
- Perreault, W., Cannon, J., and McCarthy (2011), *Basic Marketing: A Marketing Strategy Planning Approach* (18th edition), McGraw-Hill.
- Larsen, H. H. (1997), *Cases in Marketing*, Sage.
- Stanton, W. J., Etzel, M. J., & Walker, B. J. (1994), *Fundamentals of Marketing* (10th Edition), New York: McGraw-Hill.
- Baker, M.J., Brown, A. J., Brownlie, D., Crosier, K., Drayton, J. L., Kennedy, A., Kinsey, J., & Parkinson, S. T. (1995), *Marketing: Theory and Practice*, Basingstoke: Macmillan.
- Siomkos, G. (2004), *Strategic Marketing* (2nd edition), Stamoulis, Athens (in Greek).
- Malliaris, P. (2012), *Introduction to Marketing* (4th edition), Stamoulis, Athens (in Greek)
- Tomaras, P. (2009), *Introduction to Marketing and Marketing Research* (4th Edition), Petros Tomaras, Athens (in Greek).
- Panygirakis, G., and Siomkos, G. (2005), *Marketing Case Studies*, Stamoulis, Athens (in Greek).
- Paspaloudis, D. (2009), *Marketing*, Kritiki, Athens (in Greek).

- Recommended Article/Paper Resources:

- Rust, R. T., Moorman, C., & Bhalla, G. (2010), *Rethinking Marketing*, *Harvard Business Review*, Vol. 88, Nos. 1/2, pp. 94-101.
- Constantinides, E. (2006), *The Marketing Mix Revisited: Towards the 21st Century Marketing*, *Journal of Marketing Management*, Vol. 22, Nos. 3-4, pp. 407-438.
- McCole, P. (2004), *Refocusing Marketing to Reflect Practice: The Changing Role Of Marketing For Business*, *Marketing Intelligence & Planning*, Vol. 22, No. 5, pp. 531-539.
- Schmitt, B. (1999), *Experiential Marketing*, *Journal of Marketing Management*, Vol. 15, Nos. 1-3, pp. 53-67.
- Gök, O., & Hacıoglu, G. (2010), *The Organizational Roles of Marketing and Marketing Managers*. *Marketing Intelligence & Planning*, Vol. 28, No. 3, pp. 291-309.
- Danaher, P. J., & Rossiter, J. R. (2011), *Comparing Perceptions of Marketing Communication Channels*, *European Journal of Marketing*, Vol. 45, Nos. 1/2, pp. 6-42.
- Tonks, D. G. (2009), *Validity and the Design of Market Segments*, *Journal of Marketing Management*, Vol. 25, Nos. 3-4, pp. 341-356.