

## COURSE OUTLINE

### 1. GENERAL

|   |   |                              |                     |
|---|---|------------------------------|---------------------|
| <b>SCHOOL</b>                               | SCHOOL OF ECONOMIC SCIENCES   |                              |                     |
| <b>DEPARTMENT</b>                           | ACCOUNTING AND FINANCE  |                              |                     |
| <b>LEVEL OF STUDY</b>                       | Undergraduate   |                              |                     |
| <b>COURSE UNIT CODE</b>                     | AF303   | <b>SEMESTER OF STUDY</b>     | 3 <sup>rd</sup>     |
| <b>COURSE TITLE</b>                         | Marketing Principles  |                              |                     |
| <b>COURSEWORK BREAKDOWN</b>                 |   | <b>TEACHING WEEKLY HOURS</b> | <b>ECTS Credits</b> |
| Lecture and Lab or Project work             |   | 3                            | 5                   |
|   |   |                              |                     |
|   |   |                              |                     |
| <b>COURSE UNIT TYPE</b>                     | General Course (G. Cs)  |                              |                     |
| <b>PREREQUISITES :</b>                      | There are no prerequisites.   |                              |                     |
| <b>LANGUAGE OF INSTRUCTION/EXAMS:</b>       | Greek/English   |                              |                     |
| <b>COURSE DELIVERED TO ERASMUS STUDENTS</b> | Yes   |                              |                     |
| <b>MODULE WEB PAGE (URL)</b>                | <a href="https://eclass.uowm.gr/courses/ACCFIN106/">https://eclass.uowm.gr/courses/ACCFIN106/</a> |                              |                     |

### 2. LEARNING OUTCOMES

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| <b>Learning Outcomes</b>   |
| <p>Upon successful completion of this course , the student should:</p> <ol style="list-style-type: none"> <li>I. Have understood the philosophy, basic concepts and principles of marketing and its importance in the operation and business development.</li> <li>II. Be familiar with all the processes and functions of marketing.</li> <li>III. Have acquired the ability to assess appropriate strategies and marketing mix aimed at customer satisfaction.</li> <li>IV. Be able to utilize theoretical knowledge and practice developing marketing plans.</li> </ol> |
| <b>General Skills</b>  |
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### 3. COURSE CONTENTS

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| <ol style="list-style-type: none"> <li>I. Introduction, content, subject, definitions, philosophy of Marketing.</li> <li>II. The micro and macro marketing environment. Analysis.</li> <li>III. Strategic planning at enterprise level. Vision and mission of the company. Analysis of the internal and external environment. Marketing Plan.</li> </ol> |
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|-------|---|
| IV.   | Marketing Information Systems and market research.  |
| V.    | Factors influencing consumer behavior. Purchasing decision process.   |
| VI.   | Segmentation, Targeting, Positioning.   |
| VII.  | What is product? Decisions about product mix. Range of products. Branding, packaging, labeling. Creating new products, launching and repositioning. |
| VIII. | Nature and distribution channel systems. Decisions on the form, and management of distribution channels.  |
| IX.   | Promotion Mix. Advertising, sales promotion, public relations, personal selling.  |
| X.    | Pricing strategies and programs.  |
| XI.   | Life cycle of the product and marketing strategies during the life cycle  |
| XII.  | Peculiarities of industrial marketing, services marketing, financial marketing.   |
| XIII. | Digital Marketing.  |

#### 4. TEACHING METHODS - ASSESSMENT

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| <b>MODE OF DELIVERY</b>                                | In class   |                        |
| <b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGY</b> | Learning process is supported through the electronic platform e-class. |                        |
| <b>TEACHING METHODS</b>                                | <b>Method description</b>  | <b>Weekly Workload</b> |
|  | Lab or (Project Work)  | 3                      |
|  | Lecture  | 3                      |
|  |  |                        |
|  |  |                        |
|  |  |                        |
|  |  |                        |
|  |  |                        |
|  | <b>Total</b>   | <b>6</b>               |
| <b>ASSESSMENT METHODS</b>                              | Lab and/ or Project Work   | 40%                    |
|  | End of semester Formal Examination                                     | 60%                    |

#### 5. RESOURCES

1. Βλάχβη, Α. (2017) «Μαρκετινγκ/αρχές στρατηγικές, εξελίξεις και νέα δεδομένα», Αθήνα 2017, ISBN: 978- 618-81125-5-1
2. Gary Armstrong & Philip Kotler, (2009). Εισαγωγή στο Μάρκετινγκ. Εκδόσεις Επίκεντρο, Θεσσαλονίκη.
3. Παντουβάκης, Α., Σιώμκος Γ., Χρήστου Ε.(2015). Εισαγωγή στο Μάρκετινγκ. Εκδόσεις Λιβάνη.
4. Πανηγυράκης Γ., Σιώμκος Γ., (2005). Μελέτες Περιπτώσεων Μάρκετινγκ. Εκδόσεις Σταμούλης, Αθήνα.
5. Σιώμκος Γ., (2004). Στρατηγική Μάρκετινγκ.. Εκδόσεις Σταμούλης, Αθήνα.

6. Τσακλάγκανος Α., (2000). Βασικές Αρχές του Μάρκετινγκ. Εκδόσεις Κυριακίδη.
7. Kotler, P., Armstrong, G., Saunders, J. & Wong, V., (2001). Αρχές του Μάρκετινγκ. (2η Ευρωπαϊκή έκδοση) Κλειδάριθμος, Αθήνα.

- *Recommended Article/Paper Resources:*

- [www.marketingpower.com](http://www.marketingpower.com) (American marketing Association)
- [www.economist.com](http://www.economist.com)
- Journal of marketing
- European Journal of marketing
- Journal of consumer marketing
- Journal of marketing management