

16.

<b>Course title</b>	<b>Principles of Marketing</b>			
<b>Course code</b>	<b>MRKT217</b>			
<b>Course type</b>	<b>Theoretical, Compulsory Course</b>			
<b>Level</b>	Undergraduate			
<b>Year / Semester</b>	Year 2 Semester 3			
<b>Teacher's name</b>	Yerokostas Kostas			
<b>ECTS</b>	6	<b>Lectures / week</b>	3	<b>Laboratories / week</b>
<b>Course purpose and objectives</b>	This course aims to provide, an introduction to the fundamental principles of marketing and marketing management. It is also enables students to gain a broad understanding of the theoretical and practical issues surrounding marketing decision making			
<b>Learning outcomes</b>	<p>After the completion of the course students are expected to:</p> <ul style="list-style-type: none"> <li>• Discuss the function and effect of advertising/promotion from an organisational perspective</li> <li>• Be able to describe the pricing behaviour of firms in an uncertain environment where information may be limited or wrong</li> <li>• Be able to describe and analyse the marketing behaviour of firms and consumers</li> </ul>			
<b>Prerequisites</b>	<b>ECON102 Introduction to Economics</b>	<b>Required</b>	None	
	<b>MGMT112 Introduction to Business &amp; Management</b>			
<b>Course content</b>	<ul style="list-style-type: none"> <li>• General introduction</li> <li>• An overview of marketing history and theory</li> <li>• The marketing environment</li> <li>• Consumer behaviour.</li> <li>• Organisational buyer behaviour</li> <li>• Market segmentation, targeting and positioning</li> <li>• Customer relationship marketing (CRM).</li> <li>• Branding and product development.</li> <li>• Product innovation and the life-cycle approach.</li> <li>• Promotion</li> <li>• Pricing</li> <li>• Distribution</li> <li>• Corporate social responsibility (CSR)</li> </ul>			

<b>Teaching methodology</b>	<p>The course content will be taught using:</p> <ul style="list-style-type: none"> <li>• Power Point presentations</li> <li>• Guided discussions with the active participation of students</li> <li>• Examples and case studies that relate to the content of the course</li> <li>• Question and answer section</li> <li>• Use of internet and related IT infrastructure</li> <li>• Use of video projector and whiteboard</li> <li>• Assignment</li> </ul>
<b>Bibliography</b>	<p><b>Greek Bibliography</b></p> <ul style="list-style-type: none"> <li>• Πασχαλούδης, Δ.(2018), Εισαγωγή στο Μάρκετινγκ. Τζιόλα, ISBN: 978-960-418-798-0.</li> <li>• Τσακλάγκανος, Ά.(2015), Βασικές Αρχές Μάρκετινγκ,4<sup>η</sup> έκδοση, Αφοί Κυριακίδη Εκδόσεις Α.Ε. ISBN: 9789606020278</li> </ul> <p><b>English Bibliography</b></p> <ul style="list-style-type: none"> <li>• Shelby D. Hunt (2015), Marketing Theory : Foundations, Controversy, Strategy, and Resource-advantage Theory. Abingdon, Oxon: Routledge, ISBN 9780765623638 <b>EBSCO</b></li> <li>• Kotler, P., Armstrong, G. (2021),Principles of Marketing,18<sup>th</sup>, Pearson, ISBN: 978-1-292-34113-2</li> <li>• Mothersbaugh,D., / Hawkins,D. Kleiser, Bardi S.(2020), Consumer Behavior Building Marketing Strategy,14<sup>th</sup>,McGraw - Hill Education, ISBN: 978-1-260-56648-2.</li> <li>• Armstrong, G., Kotler, P. &amp; Opresnik, O.(2020), Marketing : An Introduction. Pearson, ISBN: 978-1-292-29486-5</li> </ul>
<b>Assessment</b>	<ul style="list-style-type: none"> <li>• Attendance and Class Participation: 10%</li> <li>• Assignment: 20%</li> <li>• Intermediate Written Examination: 30%</li> <li>• Final Written Examination: 40%</li> </ul>
<b>Language</b>	<p>English or Greek</p>