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Course title	Marketing Management			
Course code	MRKT300			
Course type	Theoretical, Elective Course Group A			
Level	Undergraduate			
Year / Semester	Year 3 Semester 5			
Teacher's name	Dr. Achilleas Karayianis			
ECTS	8	Lectures / week	4	Laboratories / week
Course purpose and objectives	The course will enable students to acquire a contemporary view of Marketing Management as well as its contemporary application by introducing them to managerial orientation, analytical approach, interdisciplinary perspective, universal applications, following a balanced approach to what marketing is in the modern business landscape.			
Learning outcomes	<p>After the completion of the course students are expected to:</p> <ul style="list-style-type: none"> • Understand marketing and the modern marketing process • Identify the major trends and forces that lead to the changing marketing landscape • Identify, interpret, evaluate marketing information for proper decision making. • Assess the obstacles and challenges in creating and managing a commercial brand • Analyse changes in marketing strategies during the product life cycle. • Evaluate the internal and external forces affecting an organisation's marketing strategy. • Assess the attractiveness of a market segment. • Evaluate the roles of ethics in marketing activities. • Apply the tools and concepts that will be analysed during this course to develop a customer-centric marketing strategy. 			
Prerequisites	MRKT217 Principles of Marketing	Required	None	
Course content	<p>Understanding Marketing Management</p> <ul style="list-style-type: none"> • The advancements of marketing in today's world • Successful Marketing Management • The Development of Marketing Plans and Strategies <p>Capturing Marketing Information</p> <ul style="list-style-type: none"> • Information Collection and Demand Forecasting • Planning and Conducting Marketing Research <p>Connecting with Customers</p>			

	<ul style="list-style-type: none"> • Creating Long-Term Relationships of Loyalty with Customers • Analysis of Consumer Markets • Analysis of Business Markets • Analysis of International Markets <p>Building a Strong Brand</p> <ul style="list-style-type: none"> • Identifying Target Markets • Segmentation Strategies • Brand Positioning Strategies • Brand Value Creation Strategies • Strategies to Cope with Competition and Encourage Growth <p>Creating Value</p> <ul style="list-style-type: none"> • Planning Product Strategies • The Design and Management of Services Offered • Strategies for Promotion of New Offers • Pricing Strategies • Ethical Approach <p>Providing Value</p> <ul style="list-style-type: none"> • The Planning and Management of Integrated Marketing Channels • Supply Chain Management, Wholesale, Retail • Ethical Approach <p>Communication of Value</p> <ul style="list-style-type: none"> • The Planning and Configuration of an Integrated Marketing Communication • The Design and Configuration of Online Marketing Communication • Ethical Approach
<p>Teaching methodology</p>	<p>The course content will be taught using:</p> <ul style="list-style-type: none"> • Power Point presentations • Guided discussions with the active participation of students • Examples and case studies that relate to the content of the course • Question and answer section • Use of internet and related IT infrastructure • Use of video projector and whiteboard • Assignment
<p>Bibliography</p>	<p>Greek Bibliography</p> <ul style="list-style-type: none"> • Πασχαλούδης, Δ.(2018). <i>Εισαγωγή στο Μάρκετινγκ</i>. Τζιόλα, ISBN: 978-960-418-798-0. • Τσακλάγκανος, Α. Α. (2015). <i>Βασικές αρχές του μάρκετινγκ</i>. Αφοί Κυριακίδη Εκδόσεις Α.Ε., ISBN 978-960-602-027-8. • Fahy, J.(2014). <i>Αρχές μάρκετινγκ</i>. Κριτική. ISBN 978-960-218-929-0. • Γεροκώστας, Κ. (2015). <i>Αρχές Μάρκετινγκ</i>. KES College. • Σιώμκος, Γ. Ι. (2011). <i>Συμπεριφορά καταναλωτή & στρατηγική μάρκετινγκ</i>. 3^η Έκδοση. Αθ. Σταμούλης. ISBN: 9789603514565

	<ul style="list-style-type: none"> • Solomon, M. R.(2020). <i>Συμπεριφορά Καταναλωτή : Αγοράζοντας, Έχοντας και Ζώντας</i>. 11^η Έκδοση. Εκδόσεις Τζιόλας. ISBN: 978-960-418-811-6. • Μπαλτάς, Γ., και Παπασταθοπούλου, Π. (2013). <i>Συμπεριφορά καταναλωτή</i>. 2^η Έκδοση. Εκδόσεις Rosili. ISBN: 9789607745309. <p>English Bibliography</p> <ul style="list-style-type: none"> • Shelby D. H. (2015). <i>Marketing Theory: Foundations, Controversy, Strategy, and Resource-advantage Theory</i>. Abingdon, Oxon: Routledge, ISBN 9780765623638. EBSCOHost. • Kotler, P., Armstrong, G. (2021). <i>Principles of Marketing</i>. 18th Edition. Pearson. ISBN: 978-1-292-34113-2. • Mothersbaugh, D., Hawkins, D., and Kleiser, B. S. (2020). <i>Consumer Behavior Building Marketing Strategy</i>. 14th Edition. McGraw - Hill Education. ISBN: 978-1-260-56648-2. • Armstrong, G., Kotler, P., and Opresnik, O. (2020). <i>Marketing: An Introduction</i>. Pearson. ISBN: 978-1-292-29486-5. • Mothersbaugh, D. L., Hawkins, D. I, and Kleiser, S. B. (2020). <i>Consumer Behavior: Building Marketing Strategy</i>. 14th Edition. McGraw - Hill Education. ISBN: 978-1-260-56648-2. • Solomon, M. (2016). <i>Consumer behaviour</i>. 6th Edition. Pearson. ISBN: 9781292116723. • Schiffman, L. G. (2010). <i>Consumer Behavior</i>. 10th Edition. Pearson / Prentice Hall. ISBN: 0137006705.
Assessment	<ul style="list-style-type: none"> • Attendance and Class Participation: 10% • Assignment: 20% • Intermediary Written Examination: 30% • Final Written Examination: 40%
Language	English or Greek