

Course Title	Introduction to Marketing				
Course Code	MRKT110				
Course Type	Theoretical				
Level	Diploma/Higher Diploma				
Year / Semester	1 st Year / 1 st Semester				
Teacher's Name	Yerocostas Costas				
ECTS	4	Lectures / week	2	Laboratories / week	-
Course Purpose and Objectives	The aim of this course is introducing to the students the modernized marketing concepts by helping them understand the factors that influence marketing decisions and understand the vital role of marketing in today's global economy.				
Learning Outcomes	<p>Upon completion of this course students are expected to:</p> <ul style="list-style-type: none"> ▪ Understand the concept of customer-centric marketing ▪ Understand the importance of identifying customers' needs, wants, demands before designing and offering a product and/or service. ▪ Understand the importance of market segmentation. <p>Understand the importance of the implementation of the differentiated marketing strategy.</p>				
Prerequisites	MGMT100	Required			
Course Content	<ul style="list-style-type: none"> ▪ Marketing: Creating Customer Value and Engagement ▪ Company and Marketing Strategy: Partnering to Build Customer Engagement, Value, and Relationships ▪ Analyzing the Marketing Environment ▪ Managing Marketing Information to 3Gain Customer Insights ▪ Understanding Consumer and Business Buyer Behavior ▪ Customer Value-Driven Marketing Strategy: Creating Value for Target Customers ▪ Products, Services, and Brands: Building Customer Value ▪ Developing New Products and Managing the Product Life Cycle ▪ Pricing: Understanding and Capturing Customer Value ▪ Marketing Channels: Delivering Customer Value ▪ Retailing and Wholesaling ▪ Integrated Marketing Communication 				
Teaching Methodology	The class involves lectures, videos, guest speakers, small group exercises, case studies and discussions. Student contributions are an important part of the course.				
Bibliography	<ul style="list-style-type: none"> ▪ Armstrong, Gary & Kotler, Philip (2019), Marketing: An Introduction, Global edition, Pearson Higher Education, 978-1292294865. 				

	<ul style="list-style-type: none"> ▪ Kotler, Philip & Armstrong, Gary (2020), Principles of Marketing, (18e), Pearson Higher Education
Assessment	<ul style="list-style-type: none"> ▪ Attendance and Participation 10% ▪ Assignment 10% ▪ Intermediate Written Examination 30% ▪ Final Written Examination 50%
Language	English or Greek