

COURSE OUTLINE

1. GENERAL INFORMATION

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| SCHOOL | MARITIME AND INDUSTRIAL STUDIES | | |
| DEPARTMENT | INDUSTRIAL MANAGEMENT AND TECHNOLOGY | | |
| LEVEL OF STUDY | UNDERGRADUATE | | |
| COURSE UNIT CODE | TEMAP01 | SEMESTER OF STUDY | 8 |
| COURSE TITLE | MARKETING (ELECTIVE COURSE) | | |
| INDEPENDENT TEACHING ACTIVITIES <i>in case in which credits are awarded for separate components/parts of the course, e.g. in lectures, laboratory exercises, etc. If credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i> | | WEEKLY TEACHING HOURS | CREDITS |
| Lectures, Exercises | | | 5.5 |
| <i>Add rows if necessary. The organization of teaching and the teaching methods used are described in detail at section 4.</i> | | | |
| COURSE TYPE <i>general background, special background, specialized general knowledge, skills development</i> | Special background | | |
| PREREQUISITE COURSES: | None | | |
| LANGUAGE OF INSTRUCTION and EXAMINATION/ASSESSMENT: | Greek (English in ERASMUS) | | |
| THE COURSE IS OFFERED TO ERASMUS STUDENTS | Yes | | |
| COURSE WEBSITE (URL) | https://eclass.unipi.gr/courses/BDT250/ | | |

2. LEARNING OUTCOMES

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| <p>LEARNING OUTCOMES</p> <p><i>The course learning outcomes, specific knowledge, skills and competences of an appropriate (certain) level, which students will acquire upon successful completion of the course, are described in detail. It is necessary to consult:</i></p> <p>APPENDIX A</p> <ul style="list-style-type: none"> • Description of the level of learning outcomes for each qualifications' cycle, according to the European Higher Education Area's Qualification Framework. • Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and APPENDIX B • Guidelines for writing Learning Outcomes |
| <p>This course adopts the view that Marketing is a holistic process, which includes the planning, development, and pursuit of programmes, processes and activities that may drive a firm's vision, mission, and strategic planning. In this class, students will be challenged to understand Marketing's responses to important questions contemporary firms need to tackle with such as "Which needs do we fulfil?", "Which customers do we need?", "Which products or services should we offer?", "How do we price our products/services?", "Which is the message the company needs to send/receive?", and "Which are the necessary collaborations we should be targeting at?".</p> <p>Upon the completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • Understand key contemporary marketing concepts and skills • Gain, analyze, and draw conclusions from market and broader environmental data • Use contemporary marketing tools (e.g., 4P for marketing definition, personas for UX, social media etc.) • Develop relevant marketing strategies (e.g., segmentation, targeting, and positioning) to |

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| <p>reach firm's goals</p> <ul style="list-style-type: none"> • <i>Understand and use Analytics for marketing decisions</i> | | | |
| <p>General Competences</p> <p><i>Taking into consideration the general competences that students/graduates must acquire (as those are described in the Diploma Supplement and are mentioned below), at which of the following does the course attendance aims</i></p> <table> <tr> <td> <i>Search for, analysis and synthesis of data and information, using relevant technologies</i> <i>Adapting to new situations</i> <i>Decision-making</i> <i>Independent work</i> <i>Teamwork</i> <i>Working in an international environment</i> <i>Working in an interdisciplinary environment</i> <i>Introduction of innovative research</i> </td><td> <i>Project planning and management</i> <i>Respect for difference and multiculturalism</i> <i>Environmental awareness</i> <i>Social, professional and ethical responsibility and sensitivity to gender issues</i> <i>Critical consciousness, criticism and self-criticism</i> <i>Development of free, creative and inductive thinking</i> </td></tr> </table> | | <i>Search for, analysis and synthesis of data and information, using relevant technologies</i> <i>Adapting to new situations</i> <i>Decision-making</i> <i>Independent work</i> <i>Teamwork</i> <i>Working in an international environment</i> <i>Working in an interdisciplinary environment</i> <i>Introduction of innovative research</i> | <i>Project planning and management</i> <i>Respect for difference and multiculturalism</i> <i>Environmental awareness</i> <i>Social, professional and ethical responsibility and sensitivity to gender issues</i> <i>Critical consciousness, criticism and self-criticism</i> <i>Development of free, creative and inductive thinking</i> |
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| <ul style="list-style-type: none"> • Search for, analysis and synthesis of data and information, using relevant technologies • Adapting to new situations • Decision-making • Independent work • Teamwork • Working in an international environment (ERASMUS) • Working in an interdisciplinary environment (ERASMUS) • Introduction of innovative research • Respect for difference and multiculturalism • Social, professional and ethical responsibility and sensitivity to gender issues • Critical consciousness, criticism and self-criticism • Development of free, creative and inductive thinking | | | |

2. COURSE CONTENT

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| <p>The course covers the following topics:</p> <ul style="list-style-type: none"> • In-depth Presentation of the different programmes, processes and activities related to marketing • Marketing mixture • Market Research Methods • Segmentation, targeting, and placement processes • Diversification strategies for products and services • Competitive analysis and competitive advantage • Configure and define a unique selling proposition • Marketing Strategies • Digital Marketing • Marketing Analytics <p>In addition, articles, audiovisual lecture material, web addresses, useful information and case studies are posted at eclass.</p> |
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3. TEACHING METHODS - ASSESSMENT

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| <p>TEACHING MODE</p> <p><i>Face-to-face, in-class lecturing, on distance teaching and distance learning etc.</i></p> | <p>In-class lecturing</p> |
| <p>USE OF INFORMATION AND COMMUNICATION TECHNOLOGY</p> <p><i>Use of ICT in Teaching, Laboratory Education, Communication with students</i></p> | <p>Teaching: Lectures with audiovisual media, support of the learning process through the eclass platform</p> <p>Laboratory Education: Use of commercial software</p> <p>Communication with students: face-to-face at office hours, email, eclass</p> |

| <p style="text-align: center;">COURSE DESIGN</p> <p><i>Description of teaching techniques, practices and methods:</i> Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, clinical practice, Art Workshop, Interactive teaching, Educational visits, project, Essay writing, Artistic creativity, etc.</p> <p><i>The study hours for each learning activity as well as the hours of non- directed study are given according to the principles of the ECTS</i></p> | <table border="1"> <thead> <tr> <th><i>Activity / Method</i></th><th><i>Semester Workload</i></th></tr> </thead> <tbody> <tr> <td>Lectures</td><td>52</td></tr> <tr> <td>Project (essay)</td><td>26</td></tr> <tr> <td>Self-study of lecture material and case study</td><td>57</td></tr> <tr> <td>Counselling</td><td>0.5</td></tr> <tr> <td>Exams (written)</td><td>2</td></tr> <tr> <td></td><td></td></tr> <tr> <td></td><td></td></tr> <tr> <td>Course Total</td><td>137.5</td></tr> </tbody> </table> | <i>Activity / Method</i> | <i>Semester Workload</i> | Lectures | 52 | Project (essay) | 26 | Self-study of lecture material and case study | 57 | Counselling | 0.5 | Exams (written) | 2 | | | | | Course Total | 137.5 |
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| Course Total | 137.5 | | | | | | | | | | | | | | | | | | |
| <p>STUDENT PERFORMANCE EVALUATION/ASSESSMENT METHODS</p> <p><i>Detailed description of the evaluation procedures:</i> Language of evaluation, assessment methods, formative or summative (conclusive), multiple choice questionnaires, short- answer questions, open-ended questions, problem solving, written work, Essay/report, oral exam, public presentation, laboratory work, art interpretation, other.....etc</p> <p><i>Evaluation criteria are specifically defined and given as well as if and where they are reported and accessible to students.</i></p> | <p>Language of exams: Greek (English in ERASMUS)</p> <p>Assessment Methods: Lectures will be uploaded to the e-class platform. The final course grade will be calculated as following:</p> <ul style="list-style-type: none"> • Written exams (100%) • Bonus (30%) on passing grade if student undertake assignment (optional). <p>Written exams will be based on multiple choice and short-answer questions. They will be conducted with no access to books or any other material.</p> <p>The evaluation of students with special learning difficulties in writing and reading (as certified and qualified by a certified institution) is performed according to the relevant procedure decided by the Department Assembly.</p> <p>Notification of the Assessment Criteria: The evaluation criteria will be announced during the first lecture and are clearly stated on the course website and e-class. The answers to the exam's questions are posted at e-class after the exam takes place. Students will have the opportunity to discuss their respective exam results with the course instructor (during office hours) after the announcement of the course grades.</p> | | | | | | | | | | | | | | | | | | |

4. SUGGESTED BIBLIOGRAPHY

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| <p><i>-Suggested Bibliography :</i></p> <ul style="list-style-type: none"> • <u>Basic Book:</u> Marketing Management [in Greek], 15th (American) Edition, Phillip Kotler & Kevin Lane Keller, Kleidarithmos Publications, 2017, ISBN 978-960-461-796-8 [68387870] • <i>Alternatively:</i> Introduction to Marketing [in Greek], Malliaris P.G., Stamoulis Publications, 2012, ISBN 978-960-351-918-8 [22768833] <p><i>-Scientific Journals:</i></p> <ul style="list-style-type: none"> • Journal of Marketing • Journal of Marketing Research • Journal of Consumer Research <p><i>-Lecture Notes</i></p> |
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