

COURSE OUTLINE

(1) OVERVIEW

SCHOOL	MARITIME & INDUSTRY		
DEPARTMENT	INDUSTRIAL MANAGEMENT & TECHNOLOGY		
LEVEL OF STUDIES	UNDERGRADUATE		
COURSE CODE	TEMAP01	SEMESTER	5
COURSE TITLE	MARKETING		
DISCRETE TEACHING ACTIVITIES <i>In cases where ECTS credits are awarded to distinct components of the course (e.g., Lectures, Laboratory Exercises, etc.), please indicate them separately. If the credits are awarded as a whole for the entire course, please state the weekly teaching hours and the total number of credits</i>		WEEKLY TEACHING HOURS	ECTS
Lectures, Project		4	5.5
<i>Please add additional rows if needed. A detailed description of the teaching organization and instructional methods is provided in Section (4).</i>			
COURSE TYPE <i>core (C), core elective (CE), elective (E) - background, specialization, skill development</i>	E - Specialization		
PREREQUISITE COURSES:	None.		
LANGUAGE OF TEACHING AND EXAMINATIONS:	Greek (English for ERASMUS students)		
THIS COURSE IS AVAILABLE TO ERASMUS STUDENTS	Yes		
COURSE WEBPAGE (URL)			

(2) LEARNING OUTCOMES

Learning Outcomes <i>The learning outcomes of the course are described, specifying the particular knowledge, skills, and competencies at the appropriate level that students will acquire upon successful completion of the course.</i> <i>Please refer to Appendix A</i> • Description of the Level of Learning Outcomes for each study cycle according to the Qualifications Framework of the European Higher Education Area. • Descriptive Indicators of Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B. • Concise Guide for Writing Learning Outcomes	
The purpose of this course is to understand Marketing as a holistic process that involves the development, design, and implementation of programs, processes, and activities that drive a company's vision, mission, and strategic planning. Within the framework of the course, students are expected to comprehend the key decisions involved in Marketing, such as: which customers a company wants to serve, which needs it aims to satisfy, what products and services to offer, how to set prices, what messages to send and receive, and which partnerships to pursue. Upon successful completion of the course, the students will be able to: • Understand the fundamental principles and competencies required in modern Marketing and Digital Marketing. • Collect, analyze, and draw conclusions from market and environmental data. • Utilize modern Marketing tools (e.g., the 4Ps framework, user personas (UX), social media, return on investment, etc.). • Develop Marketing strategies through segmentation, targeting, and positioning. • Understand and apply analytical tools (Marketing Analytics) necessary for strategic marketing decision-making.	
General Competences <i>Taking into account the general competences that a graduate should have acquired (as listed in the Diploma Supplement and outlined below), which of these competences does the course aim to develop?</i>	
<i>Searching, analyzing, and synthesizing data and information, using the necessary technologies</i> <i>Adaptation to new situations</i> <i>Decision making</i> <i>Autonomous work</i> <i>Teamwork</i>	<i>Project design and management</i> <i>Respect for diversity and multiculturalism</i> <i>Respect for the natural environment</i> <i>Demonstration of social, professional, and ethical responsibility and sensitivity to gender issues</i> <i>Exercising critical and self-critical thinking</i>

<i>Working in an international environment</i>	<i>Promotion of free, creative, and inductive thinking</i>
<i>Working in an interdisciplinary environment</i>	<i>...</i>
<i>Generation of new research ideas</i>	<i>Other competences: ...</i>
• Searching, analyzing, and synthesizing data and information, using the necessary technologies • Adaptation to new situations • Decision making • Autonomous work • Teamwork • Generation of new research ideas • Respect for diversity and multiculturalism • Demonstration of social, professional, and ethical responsibility and sensitivity to gender issues • Exercising critical and self-critical thinking • Promotion of free, creative, and inductive thinking	

(3) COURSE CONTENT

The course covers the following topics: • Analysis of marketing programs, processes, and activities • Marketing mix • Market research methods • Segmentation, targeting, and positioning (STP) process • Product and service differentiation strategies • Competitive analysis and competitive advantage • Digital Marketing • Marketing Analytics Furthermore, articles, audiovisual lecture material, web links to useful resources, exercises, and software are uploaded in electronic format on the eClass platform.

(4) TEACHING and LEARNING METHODS - ASSESSMENT

TEACHING MODE <i>Face-to-face, in-class lecturing, distance teaching and distance learning etc.</i>	• Face-to-face in a classroom • Distance teaching & learning (if required)		
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY <i>Use of ICT in Teaching, Laboratory Education, Communication with students</i>	Teaching: Lectures using modern audiovisual equipment, learning support through the eClass electronic platform, synchronous distance teaching via MS Teams. Communication with students: face-to-face during office hours, email, eClass platform, MS Teams tools		
Organization of Teaching <i>A detailed description of the teaching methods and approach is provided.</i> <i>Lectures, seminars, laboratory exercises, fieldwork, study and analysis of literature, tutorials, internships (placements), clinical practice, artistic workshops, interactive teaching, educational visits, project work, writing assignments, artistic creation, etc.</i> <i>The student's study hours for each learning activity, as well as the hours of independent study, are specified in accordance with the principles of ECTS</i>		Activity	Semester Workload
		Lectures	52
		Case studies / exercises	16
		Project	26
		Self-study of lecture material and exercises	41
		Consultation Support	0.5
		Exams (written)	2
		Course Total	137.5
STUDENT ASSESSMENT <i>Description of the assessment process</i> <i>Language of assessment, assessment methods, formative or summative evaluation, multiple-choice tests, short-answer questions, essay questions, problem-solving, written assignments, reports, oral examinations, public presentations,</i>	Language of Assessment: Greek (English for ERASMUS students) Assessment Mode: Face-to-face and/or distance learning (if required) Assessment Methods: The final grade for the course is determined as follows: • 70% from the written exam, which takes place during the winter examination period or, in case of failure, during the September resits		

<i>laboratory work, clinical patient examination, artistic interpretation, other(s)</i> <i>Explicitly state assessment criteria and information on whether and where these criteria are accessible to students are included.</i>	• 30% from the assignment The written exam includes short-answer and multiple choice questions. It is a closed-book exam. Students with Learning Difficulties: Students with certified learning difficulties in reading and writing (as recognized by the competent authority) are assessed according to the procedures established by the Department. Disclosure of Assessment Criteria: The assessment criteria are communicated during the first class and are clearly stated on the course website and the eClass platform. The exam syllabus is announced on eClass following the final lecture of the semester. The exam answers are posted on eClass after the examinations take place. Students have the right to review their graded exams and receive explanations regarding their grades. In cases of further requests, the procedures outlined in the current Study Regulations apply.
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(5) SUGGESTED BIBLIOGRAPHY

- Books: • Kotler, P., Keller, K.L. (2017). Marketing Management, Kleidaritmos Publications, ISBN: 9789604617968 [68387870] – in Greek - Journals: • Journal of Marketing • Journal of Marketing Research • Journal of Consumer Research - Other educational material: • Lecture Notes and Supporting Material provided by the Instructor
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