

## COURSE OUTLINE [MARKETING MANAGEMENT]

### 1. GENERAL

<b>SCHOOL</b>	Business Administration		
<b>ACADEMIC UNIT</b>	Business Administration		
<b>LEVEL OF STUDIES</b>	Postgraduate		
<b>COURSE CODE</b>	DEO103	<b>SEMESTER</b>	A'
<b>COURSE TITLE</b>	<b>MARKETING MANAGEMENT</b>		
<b>INDEPENDENT TEACHING ACTIVITIES</b>	<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>	
Lectures, Essay, Presentation	3	6	
<b>COURSE TYPE</b>	General background		
<b>PREREQUISITE COURSES:</b>	There are no PREREQUISITE COURSES.		
<b>LANGUAGE OF INSTRUCTION and EXAMINATIONS:</b>	Greek		
<b>IS THE COURSE OFFERED TO ERASMUS STUDENTS</b>	No		
<b>COURSE WEBSITE (URL)</b>	<a href="https://openeclass.uom.gr/courses/MBA107/">https://openeclass.uom.gr/courses/MBA107/</a>		

### 2. LEARNING OUTCOMES

<b>Learning outcomes</b>
<p>The course attempts to provide a complete understanding of marketing by presenting it as the art and science of delivering value for customers in exchange for customer engagement. Upon completion of lectures, students will be able to:</p> <ul style="list-style-type: none"> <li>- Recognize and describe the following concepts: market research and analysis, environmental assessment, consumer behavior study, setting goals and target market, differentiation from competition, segmentation, targeting and positioning, marketing mix planning (product policy, brand strategy, pricing policy, promotion policy and distribution policy), marketing program implementation and marketing program effectiveness control.</li> <li>- Increase the ability to assess and synthesize good marketing planning in the face of financial constraints and uncertain conditions.</li> <li>- Understand how marketing works in practice and the impact of marketing decisions on the performance of public and private sector organizations and the economy.</li> <li>- Be able to apply the integrated marketing management process considering the business environment for each business sector.</li> <li>- In this context, students are expected to develop their analytical, critical, and synthetic ability regarding the marketing mix elements for the design, implementation and evaluation of the company's marketing management strategies and tactics.</li> </ul>
<b>General Competences</b>
<p>The "Marketing Management" course aims to equip students with the specific general skills:</p> <ul style="list-style-type: none"> <li>- Group work through their participation in the two tasks and one presentation of the course.</li> <li>- Promotion of freedom, creative and inductive thinking through solving case studies and writing a case study.</li> <li>- Search, analysis, and synthesis of data using the necessary search technologies for sectoral studies, books, and scientific research.</li> <li>- Criticism and self-criticism by participating in the presentation of the work and asking questions to the other participants/students.</li> <li>- Decision making due to the choices to be made in the context of writing the two papers.</li> </ul>

### 3. SYLLABUS

The course presents the principles, methodologies, and processes of Marketing Management in the context of the modern competitive business environment. The sub-topics include marketing basics, market orientation, marketing resources, marketing decision-making, marketing management, marketing program development, and marketing mix.

The general framework of the marketing management process includes

- 1) Market research and analysis,
- 2) Environmental assessment,
- 3) Consumer behavior study, attention to existing customers, customer service quality, cgm consumer-generated marketing
- 4) Setting goals and target market, differentiation from the competition, segmentation, targeting and positioning
- 5) Marketing mix design (product policy, brand strategy, pricing policy, promotion policy and distribution policy),
- 6) Program implementation,
- 7) Effectiveness control and
- 8) Information collection and analysis of new emerging situations in the market, the business, and the environment.

During the course, the theoretical presentation of the above modules will be followed by the development and analysis of selected case studies.

### 4. TEACHING and LEARNING METHODS - EVALUATION

<b>DELIVERY.</b>	Face-to-face, Distance learning	
<b>USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY</b>	Use of e-class in teaching.	
<b>TEACHING METHODS</b>	<b>Activity</b>	<b>Semester workload</b>
	Lectures	40 hours
	Exercises	15 hours
	Interactive teaching	25 hours
	Assignment	40 hours
	Presentation of a case study	20 hours
	Studying	20 hours
	<b>Course total</b>	<b>160</b>
<b>STUDENT PERFORMANCE EVALUATION</b>	<p>The score results from the summation of the following:</p> <ul style="list-style-type: none"> <li>• [35%] Assignment (up to 3 students).</li> <li>• [15%] Presentation of a case study</li> <li>• [50%] Written exams</li> </ul>	

## 5. ATTACHED BIBLIOGRAPHY

### **- Suggested bibliography:**

- Armstrong, G and Kotler, P. (2010), *MARKETING An Introduction*, 10th, Pearson, Prentice Hall, επιμέλεια Μ.Βλαχοπούλου
- Μάρω Βλαχοπούλου (2020), *Ψηφιακό Μάρκετινγκ. Από τη θεωρία στην πράξη*, εκδόσεις Rosili.
- Perreault, W., Cannon, J., and McCarthy, E.J. (2022), *Βασικές Αρχές Marketing: Μια Στρατηγική Προσέγγιση*, εκδόσεις Πασχαλίδη.
- Παντουβάκης, Α., Σιώμκος, Ε., Χρήστου, Ε. (2015), *Μάρκετινγκ*, Εκδόσεις Λιβάνη, Αθήνα.
- Runia P., Wahl F., Thewiben C., and Geyer O., (2014), *Μάρκετινγκ*, εκδόσεις Προπομπός.
- Μάλλιαρης, Π. (2013) *Εισαγωγή στο Μάρκετινγκ*, 4η έκδοση, Εκδόσεις Σταμούλη.
- Pride, W.M, Ferrell, O.C. (2006), *Marketing, Concepts and Strategies*. MindTap Marketing for Marketing.
- Subhash, C.J. (2009), *Marketing Planning Strategy*, 8th Edition, South Western.
- Walker, Boyd and Larreche (2005), *Marketing Strategy*, 5th Edition, IRWIN.
- Kotler P., (2000), *Μάρκετινγκ Μάνατζμεντ*, εκδόσεις Interbooks.
- Τζωρτζάκης Κώστας (2002), *Τζωρτζάκη Αλεξία , Αρχές μάρκετινγκ Η ελληνική προσέγγιση* Εκδότης: Rosili.
- Karferer Jean-Noël (2013), *Διοίκηση Μάρκας. Σύγχρονες Στρατηγικές*, εκδόσεις Rosili.

### **- Related academic journals:**

- Journal of Marketing
- Journal of Marketing Research
- Marketing Science
- International Journal of Research in Marketing
- Journal of the Academy of Marketing Science
- European Journal of Marketing
- Journal of Consumer Research