



UNIVERSITY OF PIRAEUS

FACULTY/SCHOOL	School of Economics, Business and International Studies		
DEPARTMENT	Department of Economics		
LEVEL OF STUDY	Undergraduate		
COURSE UNIT CODE	OKMAP04	SEMESTER	5
COURSE TITLE	MARKETING		
WEEKLY TEACHNG HOURS	4	CREDITS (ECTS)	5
COURSE TYPE	Elective		
PREREQUISITE COURSES	-		
INSTRUCTION LANGUAGE	Greek	ASSESSMENT LANGUAGE	Greek
OPEN TO ERASMUS	No		
LEARNING OUTCOMES	<p>The course aims to the synthesis and implementation of all marketing elements in the context of a broader marketing programming. Emphasis is given on the importance of marketing concerning, the prosperity, and growth of a company.</p> <p>The course provides an introduction to the utilization and application of the marketing philosophy in the business environment. The lectures are structured in such a way that the students become familiar with the fundamental marketing concepts and tools such as: market segmentation, product life cycle, consumer behavior, market and marketing research and marketing plan.</p> <p>Consumer behavior is also explored in this course from two perspectives: (1) the perspective of a consumer who must make a multitude of decisions every day about what products to buy and (2) the perspective of the marketing manager who needs the understanding of consumer behavior in order to develop, evaluate and implement effective marketing strategies and tactics.</p>		
GENERAL COMPETENCES	<p>The course aspires to help students to:</p> <ul style="list-style-type: none">• Acquire a framework for analysing consumer behaviour problems• Learn how consumer behaviour can be affected by different marketing strategies• Understand how behavioural evidence can be used to evaluate alternative marketing strategies• Develop a deeper understanding of consumer behaviour by learning about relevant psychological and sociological theories• Acquire experience in applying these theories to real-world marketing problems• Develop a customer service-oriented mind-set.• Identify the moral dimensions of marketing tactics.		
COURSE CONTENT	<ul style="list-style-type: none">• Marketing Philosophy• Competitive Advantage and Marketing• Strategic, Tactic and Internal Marketing• Consumer Behaviour• Market Research and Marketing• Market Segmentation• The Marketing Mix• The Marketing Plan• Product and Brand Policy• Product Promotion• Integrated Marketing Communication• Services – Characteristics of Services• Consumer Behavior and Marketing Strategy• Cross-Cultural Variations in Consumer Behavior• Group Influences on Consumer Behavior• Perception• Learning, Memory, and Product Positioning• Motivation, Personality, and Emotion• Attitudes and Influencing Attitudes• Self-Concept and Lifestyle• Situational Influences• Consumer Decision Process and Problem Recognition• Information Search• Outlet Selection and Purchase• Post purchase Processes		
USE OF ICT IN TEACHING	Use of ICT in lectures Communication with the students : face to face and through e-mail		
COURSE DESIGN		Activity/Method	Semester workload
		Lectures	52

		Essay writing	36	
		Study	35	
		Exercises	35	
		Exam	2	
		Total	125	
COURSE ASSESSMENT	Teaching methods Lectures and students’ presentations Assessment methods Final written exams and assignment (optional)			
SUGGESTED BIBLIOGRAPHY	-Suggested bibliography: 1. Kotler, P. J., & Armstrong, G. M. (2009), Introduction to Marketing, Epikentro publishing. 2. Larsen, H. H. (1997), Cases in marketing, Sage. 3. Stanton, W. J., Etzel, M. J., & Walker, B. J. (1994), Fundamentals of Marketing (10th Edition), New York: McGraw-Hill.			