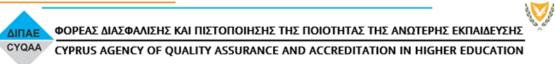
28.

Course title	Marketing Management			
Course code	MRKT300			
Course type	Theoretical, Elective Course Group A			
Level	Undergraduate			
Year / Semester	Year <b>3</b> Semester <b>5</b>			
Teacher's name	Dr. Achilleas Karayianis			
ECTS	8	Lectures / week	4	Laboratories / week
Course purpose and objectives	The course will enable students to acquire a contemporary view of Marketing Management as well as its contemporary application by introducing them to managerial orientation, analytical approach, interdisciplinary perspective, universal applications, following a balanced approach to what marketing is in the modern business landscape.			
Learning outcomes	<ul> <li>After the completion of the course students are expected to:</li> <li>Understand marketing and the modern marketing process</li> <li>Identify the major trends and forces that lead to the changing marketing landscape</li> <li>Identify, interpret, evaluate marketing information for proper decision making.</li> <li>Assess the obstacles and challenges in creating and managing a commercial brand</li> <li>Analyse changes in marketing strategies during the product life cycle.</li> <li>Evaluate the internal and external forces affecting an organisation's marketing strategy.</li> <li>Assess the attractiveness of a market segment.</li> <li>Evaluate the roles of ethics in marketing activities.</li> <li>Apply the tools and concepts that will be analysed during this course to develop a customer-centric marketing strategy.</li> </ul>			
Prerequisites	MRKT217	Principles of Marketing	Require	<b>d</b> None
Course content	Understanding Marketing Management  The advancements of marketing in today's world  Successful Marketing Management  The Development of Marketing Plans and Strategies  Capturing Marketing Information  Information Collection and Demand Forecasting  Planning and Conducting Marketing Research  Connecting with Customers			



	Creating Long-Term Relationships of Loyalty with Customers				
	Analysis of Consumer Markets				
	Analysis of Business Markets				
	Analysis of International Markets				
	Building a Strong Brand				
	Identifying Target Markets				
	Segmentation Strategies				
	Brand Positioning Strategies				
	Brand Value Creation Strategies				
	Strategies to Cope with Competition and Encourage Growth				
	Creating Value				
	<ul> <li>Planning Product Strategies</li> <li>The Design and Management of Services Offered</li> <li>Strategies for Promotion of New Offers</li> </ul>				
	Pricing Strategies				
	Ethical Approach				
	Providing Value				
	The Planning and Management of Integrated Marketing Channels				
	Supply Chain Management, Wholesale, Retail				
	Ethical Approach				
	Communication of Value  • The Planning and Configuration of an Integrated Marketing Communication				
	The Design and Configuration of Online Marketing Communication				
	• Ethical Approach				
	The course content will be taught using:				
	Power Point presentations				
	Guided discussions with the active participation of students				
Teaching	Examples and case studies that relate to the content of the course				
methodology	Question and answer section				
	Use of internet and related IT infrastructure				
	Use of video projector and whiteboard				
	Assignment				
	Greek Bibliography				
	<ul> <li>Πασχαλούδης, Δ.(2018). Εισαγωγή στο Μάρκετινγκ. Τζιόλα, ISBN: 978-</li> </ul>				
	960-418-798-0.				
	<ul> <li>Τσακλάγκανος, Α. Α. (2015). Βασικές αρχές του μάρκετινγκ. Αφοί</li> </ul>				
Bibliography	Κυριακίδη Εκδόσεις Α.Ε., ISBN 978-960-602-027-8.				
aa	<ul> <li>Fahy, J.(2014). Αρχές μάρκετινγκ. Κριτική. ISBN 978-960-218-929-0.</li> </ul>				
	<ul> <li>Γεροκώστας, Κ. (2015). Αρχές Μάρκετινγκ. KES College.</li> </ul>				
	<ul> <li>Σιώμκος, Γ. Ι. (2011). Συμπεριφορά καταναλωτή &amp; στρατηγική μάρκετινγκ.</li> </ul>				
	3η Έκδοση. Αθ. Σταμούλης. ISBN: 9789603514565				
	3 Εκουσή, ποι εταμουλίης, Ιουίν, 3703000014000				





	<ul> <li>Solomon, M. R.(2020). Συμπεριφορά Καταναλωτή: Αγοράζοντας, Έχοντας και Ζώντας. 11<sup>η</sup> Έκδοση. Εκδόσεις Τζιόλας. ISBN: 978-960-418-811-6.</li> <li>Μπαλτάς, Γ., και Παπασταθοπούλου, Π. (2013). Συμπεριφορά κατανικώντας 20 Ευρώ Ευρώ ΕΙΚΑΝΙΑ 0780607745 200</li> </ul>
	<ul> <li>καταναλωτή. 2<sup>n</sup> Έκδοση. Εκδόσεις Rosili. ISBN: 9789607745309.</li> <li>English Bibliography <ul> <li>Shelby D. H. (2015). Marketing Theory: Foundations, Controversy, Strategy, and Resource-advantage Theory. Abingdon, Oxon: Routledge, ISBN 9780765623638. EBSCOHost.</li> <li>Kotler, P., Armstrong, G. (2021). Principles of Marketing. 18<sup>th</sup> Edition. Pearson. ISBN: 978-1-292-34113-2.</li> <li>Mothersbaugh, D., Hawkins, D., and Kleiser, B. S. (2020). Consumer Behavior Building Marketing Strategy. 14<sup>th</sup> Edition. McGraw - Hill Education. ISBN: 978-1-260-56648-2.</li> <li>Armstrong, G., Kotler, P., and Opresnik, O. (2020). Marketing: An</li> </ul> </li> </ul>
	<ul> <li>Introduction. Pearson. ISBN: 978-1-292-29486-5.</li> <li>Mothersbaugh, D. L., Hawkins, D. I, and Kleiser, S. B. (2020). Consumer Behavior: Building Marketing Strategy. 14<sup>th</sup> Edition. McGraw - Hill Education. ISBN: 978-1-260-56648-2.</li> <li>Solomon, M. (2016). Consumer behaviour. 6<sup>th</sup> Edition. Pearson. ISBN: 9781292116723.</li> <li>Schiffman, L. G. (2010). Consumer Behavior. 10<sup>th</sup> Edition. Pearson / Prentice Hall. ISBN: 0137006705.</li> </ul>
Assessment	<ul> <li>Attendance and Class Participation: 10%</li> <li>Assignment: 20%</li> <li>Intermediary Written Examination: 30%</li> <li>Final Written Examination: 40%</li> </ul>
Language	English or Greek