

MODULE OUTLINE

1. GENERAL INFORMATION

SCHOOL	SOCIAL SCIENCES		
PROGRAM	DEO		
LEVEL OF STUDY	UNDERGRADUATE		
MODULE UNIT CODE	DEO23	YEAR OF STUDY	2 nd
MODULE TITLE	MARKETING I		
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>		HOURS	ECTS
Weekly Workload		16-18	20
Yearly Workload		512-576	
MODULE TYPE <i>general background, special background, specialized general knowledge, skills development</i>	Special Background, Compulsory		
PREREQUISITE MODULES:	-----		
LANGUAGE OF INSTRUCTION and EXAMINATION/ASSESSMENT:	Greek		
THE MODULE IS OFFERED TO ERASMUS STUDENTS	YES		
MODULE WEBSITE (URL)	https://www.eap.gr/en/undergraduate/business-administration/business-organizational-management-topics/#deo23 Each module has, also, its individual site on the education website of HOU (http://study.eap.gr), with restricted access (use of password) for students and teaching staff.		

2. LEARNING OUTCOMES

LEARNING OUTCOMES

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:

APPENDIX A

- 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*

Upon successful completion of the module, students will have acquired knowledge and skills related to the subjects, as follows:

Upon the successful completion of the subject: **Principles of Marketing** of the module DEO23, students will be able to,

- Understand the principles of marketing.
- Comprehend the marketing philosophy and its effects on the management of companies.
- Effectively analyze the external environment.
- Comprehend the topics of segmentation, targeting and positioning in the market
- Analyze the marketing mix of business organizations
- Understand the product mix, product portfolio the classification of products and the new product development process.
- Comprehend and apply the product life cycle analysis.
- Understand and apply branding strategies
- Comprehend and effectively apply distribution, communications, and pricing strategies.

Upon the successful completion of the subject: **Consumer Behavior** of the module DEO23, students will be able to,

- Understand the basic principles of consumer behavior.
- Comprehend the effect of environmental characteristics on consumer behavior.
- Know the alternative theories that describe consumer behavior.
- Understand consumer buying process.
- Understand the different roles in consumer buying process.
- Comprehend the different types of consumer involvement.
- Understand the different learning theories.
- Understand consumer motives.
- Effectively measure consumer attitude.

Upon successful completion of the subject **Marketing Research** of the module DEO23 students will be able to identify the concepts and techniques pertaining to the field of marketing research. Students will be able to improve their decisions with the appropriate marketing information, specifically students will:

- Understand the relation between market research and decision making
- Evaluate and conduct marketing research programs
- Evaluate information and employ them in marketing decision process
- Understand that effective marketing requires good information
- Evaluate and encapsulate the upcoming changes in marketing information systems
- Realize the scientific methods that are employed in the Marketing research
- Be able to analyze and present the five-step approach to marketing research (defining the problem, analyzing the situations, getting problem specific data, interpreting the data, solving the problem)

Upon the successful completion of the subject: **Services Marketing** of the module DEO23, students will be able to,

- understand the basic principles of service marketing
- be aware of the differences between product marketing and service marketing
- understand approaches of measuring service quality

- understand various standards of customer service
- learn the role and importance of workers in service enterprises
- choose the method of organizing the service processes to configure the customer experience
- choose ways of managing the portfolio of products of service providers
- describe service signaling and positioning strategies
- develop innovative service success scenarios
- understand the role of pricing strategy for service companies
- be aware of the specificities of communication strategies for service companies
- familiarize themselves with the crucial components of the communication campaign
- identify decisions relating to the organization of distribution

General Competences

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

Search for, analysis and synthesis of data and information, by the use of technologies that are necessary according to the case

Adapting to new situations

Decision-making

Independent work

Team work

Working in an international environment

Working in an interdisciplinary environment

Introduction of innovative research

Project planning and management

Respect for difference and multiculturalism

Environmental awareness

Social, professional and ethical responsibility and sensitivity to gender issues

Critical consciousness, criticism and self-criticism

Development of free, creative and inductive thinking

- Search for, analysis and synthesis of data and information, by the use of technologies that are necessary according the case
- Adapting to new situations
- Decision making
- Independent work
- Working in an interdisciplinary environment
- Project planning and management
- Development of free, creative and inductive thinking

3. MODULE CONTENT

The aim of the module is to present:

- marketing philosophy and its effect on customer satisfaction
- the main concepts and practices of marketing management
- consumer behavior
- theoretical and practical effects of distribution management
- services marketing and the specific characteristics of services
- marketing research

4. TEACHING METHODS - ASSESSMENT

TEACHING MODE <i>Face-to-face, in-class lecturing, on distance teaching and distance learning etc.</i>	Distance learning, through five Group Counseling Meetings (GCM) throughout the academic year, which take place on weekends (Saturday or Sunday). The duration of each GCM is four hours and can be either in person or online.														
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY <i>Use of ICT in Teaching, Laboratory Education, Communication with students</i>	GCMs are conducted by means of: • In online classes: remote meeting tools (teleconferencing platforms) • In person: modern audiovisual media The learning process is supported by the online study platform. For the assignments, the students have access to writing and editing software. All submitted assignments are checked for plagiarism in the Turnitin plagiarism detection service. In addition, students use office automation tools, web browsers and e-readers for digital books. Communication with students is carried out either via the study platform, email, telephone or through the tools of remote meetings or during in person GCMs.														
COURSE DESIGN <i>Description of teaching techniques, practices and methods:</i> <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.</i> <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>	<table border="1"> <thead> <tr> <th>Activity</th><th>Yearly Workload</th></tr> </thead> <tbody> <tr> <td>5 GCM (x 4 hours)</td><td>20</td></tr> <tr> <td>Study of student self-assessment material</td><td>16</td></tr> <tr> <td>Preparation of assignments (4 assignments x 14 hours)</td><td>56</td></tr> <tr> <td>Exams</td><td>3</td></tr> <tr> <td>Self study</td><td>417-481</td></tr> <tr> <td>Total module workload (hours)</td><td>512-576</td></tr> </tbody> </table>	Activity	Yearly Workload	5 GCM (x 4 hours)	20	Study of student self-assessment material	16	Preparation of assignments (4 assignments x 14 hours)	56	Exams	3	Self study	417-481	Total module workload (hours)	512-576
Activity	Yearly Workload														
5 GCM (x 4 hours)	20														
Study of student self-assessment material	16														
Preparation of assignments (4 assignments x 14 hours)	56														
Exams	3														
Self study	417-481														
Total module workload (hours)	512-576														
STUDENT EVALUATION/ ASSESSMENT METHODS <i>Detailed description of the evaluation procedures:</i> <i>Language of evaluation, assessment methods, formative or summative (conclusive), multiple choice questionnaires, short-</i>	Language of exams: Greek Assessment Methods: The exam material is posted on the study at the end of January. The final grade of the module is formed by • 70% from the grade of the written exams during the examination period (regular or re-sits)														

<i>answer questions, open-ended questions, problem solving, written work, Essay/report, oral exam, public presentation, laboratory work, art interpretation, other.....etc</i> <i>Evaluation criteria are specifically defined and given as well as if and where they are reported and accessible to students.</i>	• 30% (provided a pass in written exams) from the four assignments during the academic year. There are four written assignments one for each individual topic discussed in DEO23. The final exams comprise of include four questions. The students reply to three out of the four questions. The content of the questions comes from all four topics discussed in DEO23. The evaluation of students with special learning difficulties in writing and reading (as certified and qualified by a competent institution) is performed according to the relevant procedure decided by the University. Notification of the Assessment Criteria: The evaluation criteria made known during the first GCM and are clearly stated on the module's website in the study platform. The answers to the topics of the assignments are posted in the study site after the deadline for the submission of each assignment. Students receive the grade of each assignment, a detailed assignment evaluation form and comments. The answers to the exam questions are posted in the study site after the exam. Students have the opportunity to discuss their exam paper after the announcement of the exam grades in order to receive explanations about their performance. The students may apply for paper re-evaluation, according to the procedure presented in the Regulation of Studies.
--	---

5. SUGGESTED BIBLIOGRAPHY

- Suggested Bibliography:

- Code Evdoxos: 13256966, Principles of Marketing: a strategic approach, 2nd Edition, 2021, BROKEN HILL PUBLISHERS, Perreault W., Cannon J., & McCarthy E. J.
- Code Evdoxos: 41963319, Services Marketing, 3rd Edition, Rossili Publishing, 2014, Gounaris S. & Karantinou K.
- Marketing Research HOU (3rd Volume HUO DEO33)

-Relevant Scientific Journals: not applicable

-Additional teaching material is provided in the study website.