

FRAMEWORK OF THE COURSE

GENERALLY

SCHOOL	SOCIAL SCIENCES		
PROGRAM	DEO (BUSINESS ADMINISTRATION)		
LEVEL OF STUDIES	UNDERGRADUATE STUDIES		
CODE OF THE THEMATIC UNIT	DEO33	YEAR OF STUDIES	3rd
TITLE OF THE THEMATIC UNIT	MARKETING II		
INDEPENDENT TEACHING ACTIVITIES <i>in case where the credit units are awarded in distinct parts of the course e.g. Lectures, Laboratory Exercises etc. If the credits are awarded uniformly for the entire course, indicate the weekly teaching hours and the total credit units</i>		HOURS	CREDIT UNITS
Weekly hours load		17- 19	20
Annual hours load		512- 576	
TOPIC OF THE THEMATIC UNIT <i>Background , General Knowledge, Scientific Area, Development Skills</i>	Scientific Area. Elective		
PREREQUISITE TOPICS MODULES:	----		
LANGUAGE OF TEACHING and EXAMS:	Greek		
THE THEMATIC UNIT IS OFFERED IN ERASMUS STUDENTS:	YES		
WEBSITE OF THE THEMATIC UNIT (URL):	https://www.eap.gr/education/undergraduate/business-organizational-management/business-organizational-management-topics/#deo33 Each THEMATIC UNIT also has its own WEB-space on the HOU education website (http://study.eap.gr), with controlled access (by using a related code) for students and the teaching staff.		

1. LEARNING RESULTS

Learning Results

The learning results of the course in specific knowledge, skills and abilities of an appropriate level that students will acquire after the successful completion of the course are described.

See also the Annex A

- *Description of the Level of Learning Results for each degree course (i.e. level of studies) according to the Framework of Qualifications of the European Higher Education Area*
- *Descriptive Indicators of Levels 6, 7 & 8 of the European Framework of Qualifications for Lifelong Learning and Annex B*
- *Succinct Writing Guide of Learning Results*

With the successful completion of the Thematic Unit, the students will have acquired knowledge and skills related to the course modules, as follows:

With the successful integration of the module: **STRATEGY MARKETING IN DOMESTIC AND INTERNATIONAL ENVIRONMENT** of the Thematic Unit DEO33, students will be able to,

1. Recognize the importance of strategic planning

2. Define the competitive advantage
3. Record the outline of one typical marketing plan
4. Analyze the dimensions of the abroad environment
5. Apply the SWOT analysis and the analysis of Porter's 5 forces
6. Understand the industry attractiveness factors
7. Carry out a competitors' analysis
8. Understand the customers' analysis
9. Analyze the segmentation-targeting-positioning procedure

With the successful completion of the course module: **DIGITAL MARKETING** of the Thematic Unit DEO33, students will be able to,

1. Recognize the basic factors of modern business environment that contribute to the development of digital marketing
2. Detect the basic conceptual approaches, the characteristics and the importance of digital marketing
3. Analyze the behavior of the consumer in the digital market
4. Use tools in practice such as designing consumer profiles and mapping customer experience and journey
5. Understand how the design and implementation of digital marketing strategies and programs is affected by the General Data Protection Regulation
6. Understand the way of operation of digital marketing models
7. Recognize the special characteristics and ways of implementing different types of digital promotion
8. Distinguish and evaluate the suitability of individual digital marketing development and promotion techniques

With the successful integration of course module: **MARKETING OF SOCIAL MEDIA NETWORKING** of the Thematic Unit DEO33, students will be able to,

1. Understand the basic conceptual approaches of social media networking
2. Recognize the potential of "mobile" marketing and marketing analytics with an emphasis on social media
3. Detect the practical applications of social media networking and the relevant innovative tools and practices
4. Understand the dynamics of digital technologies in the context of the continuous evolution of the social media phenomenon
5. Analyze the role of the individual components that govern the management of digital technologies within the context of integrated and effective social media management
6. Approach the subject of social media through the required interdisciplinary approach
7. Identify innovative approaches to connecting the theoretical background with practical dimensions of effective use of social media
8. Evaluate current business practice in the field of social media giving emphasis on important communication channels such as the mobile phone as well as on innovative evaluation tools positioned in the field of marketing analytics.

General Abilities

Taking into account the general abilities that the graduate must acquire (such as these listed in the Annex of the Diploma and are listed below), in which one / which ones from these the course aims?

Search, analysis and composition of data and information, also with the use and the necessary technologies

Adjustment in new situations

Decision making

Autonomous work

Design and management of projects

Respect for diversity and multiculturalism

Respect for the natural environment

Demonstration of social, professional and moral responsibility and sensitivity in gender issues

Exercise criticism and self-criticism

<i>Group work</i> <i>Work in international environment</i> <i>Work in interdisciplinary environment</i> <i>Generation of new research ideas</i>	<i>Promotion of free, creative and inductive thinking</i>
• Search, analysis and composition of data and information, also with the use of the necessary technologies • Adjustment in new situations • Decision making • Autonomous work • Work in interdisciplinary environment • Promotion of free, creative and inductive thinking	

2. CONTENT of the THEMATIC UNIT

The main purpose of the Thematic Unit is to present: 1. The necessity of strategic planning 2. The parts of a typical marketing plan 3. The basic characteristics, tools and importance of digital marketing for modern businesses and organizations 4. The conceptual and practical approaches of social media and related innovative digital marketing media, tools and practices such as "mobile" marketing and marketing analytics
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3. TEACHING and LEARNING METHODS - EVALUATION

TEACHING METHOD <i>Face to face, Distance Learning etc.</i>	Distance learning, supported by five Group Advisory Meetings (GAMs) during the academic year, which take place on Saturday or Sunday. Each GAM has a duration of four hours and can be face to face in classrooms of Greek University Institutions or electronically.		
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGIES <i>Use of ICT in Teaching, in Laboratory Education, in Communication with students</i>	At GAMs are used: • In electronic departments: remote meeting tools (tele-meeting platforms) • In face-to-face departments: modern audiovisual media The support of the learning process is done via the study's online platform. For the assignments, students have open access to software for writing and editing their results. All submitted assignments are checked for plagiarism in the Turnitin program. In addition, students use office automation tools, web browsers, and e-readers for digital books. Communication with students takes place remotely (via the study platform, email, telephone or via remote meeting tools) or in person at the GAMs.		
ORGANIZATION OF TEACHING	Activity	Year Workload	

<i>It describes in detail the way and the methods of teaching.</i> <i>Lectures, Seminars, Laboratory Exercises, Field Exercise, Study & Analysis of bibliography, Tutorial, Internship (Placement), Clinical Practice, Artistic Laboratory, Interactive teaching, Educational visits, Study preparation (project), Writing assignment/assignments, Artistic creation, etc.</i> <i>The student's study hours for each learning activity as well as the hours of unguided study are listed, so that the total workload in a semester level corresponds to the standards of ECTS</i>	5 GAMs (x 4 hours)	20
	Study of self-assessment student material	16
	Preparation of Assignments (4 tasks x 37.5 hours)	150
	Examination	3
	Individual study	323- 387
	Total load of the Thematic Unit (hours)	512- 576
EVALUATION OF STUDENTS <i>Description of the evaluation process</i> <i>Language of Assessment, Assessment Methods, Formative or Inferential, Multiple Choice Test, Short Answer Questions, Essay Development Questions, Problem Solving, Written Assignment/Report, Oral Examination, Public Presentation, Laboratory Work, Clinical Examination of a Patient, Artistic Interpretation, Other / Others</i> <i>Explicitly defined evaluation criteria are mentioned and if and where they are accessible by students.</i>	Language used for evaluation: Greek Assessment Methods: The exam material is announced in the study at the end of January. The final grade for the thematic unit is formed - by 70% of the written exam grade in the examination period (regular or repetitive) - by 30% (in the case of a passing grade in the final or retake exams) from the completion of four written assignments during the academic year. The written exam includes multiple choice questions. Written examination is being carried out with closed books in face to face and with open books in from distance exams. Each written assignment includes 3 or 4 topics with 1 or 2 sub-questions each. Students with specific learning difficulties in writing and reading (as certified and characterized by competent body) are being examined based on the procedure provided by the Foundation. Disclosure of assessment criteria: The assessment criteria are made known during the first lesson and are clearly stated on the course website in study. The answers to the written assignments are posted in study after the deadline for submission of each assignment. Students receive the score for each assignment, a detailed assessment form and comments. The answers to the exam questions are posted in study after the exam is conducted. The students can view their exam paper after the course has been graded and get feedback regarding the grade they received. Students have the option of re-grading, in accordance with the procedure provided for in the Study Regulations.	

	For the last three years, the following have been posted on the DEO33 website in study: • Exam topics and their indicative answers. • Written Assignment topics and their indicative answers.
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4. RECOMMENDED LITERATURE

Recommended Bibliography:

David A. Aaker, & Christine Moorman, (2023). *Strategic Market Management* (12th Ed.), Wiley: NJ, USA. Print ISBN: 978-1119802860.

Dave Chaffey & Fiona Ellis-Chadwick (2022). *Digital Marketing*, (8th ed.), Pearson: Harlow-UK. Print ISBN: 978-1292400969.