

Course Title	Marketing for Designers				
Course Code	GRD220				
Course Type	Compulsory				
Level	Bachelor (1st Cycle)				
Year / Semester	2 nd Year / 3 rd Semester				
Teacher's Name	TBA				
ECTS	6	Lectures / week	3 hours/14 weeks	Laboratories / week	N/A
Course Purpose and Objectives	This course aims to introduce students to the basic Marketing principles that are related to the designers' profession. Through this course students are expected to gain knowledge and experience in research, strategic planning, evaluation and presentation of promotional material, addressed to a variety of industries, businesses and Markets.				
Learning Outcomes	<p>Upon successful completion of this course students are expected to:</p> <ul style="list-style-type: none"> • Identify the basic marketing tools that are relevant to their profession and how they can be applied in various projects. • Successfully create Marketing strategies for different audiences and target groups. • Apply the knowledge they have gained in this course in order to promote their own design work and that of their clients. 				
Prerequisites	GRD100	Co-requisites	None		
Course Content	<p>During the course, the students will study the following thematic areas:</p> <ul style="list-style-type: none"> - Research and strategic planning. - Develop and present promotional material, addressed to various industries, businesses, products, services aimed at different markets. - Research competitive markets. - Ways to develop ideas for a targeted marketing message. - Demographic definition of new markets. - Professional methods of promoting products and services. 				
Teaching Methodology	<p>Lectures Work in Groups Individual Tutoring Critiques Independent learning</p>				

	Presentations								
Bibliography	<p><u>English Bibliography:</u></p> <ul style="list-style-type: none"> - Seth Godin, This is Marketing: You Can't Be Seen Until You Learn To See, Portfolio Penguin. - Miller Donald, Building a StoryBrand, Thomas Nelson. - Barry, P., The advertising concept book : think now, design later : a complete guide to creative ideas, strategies and campaigns, Thames & Hudson. - Nancy Skolos & Tom Wedell, Type, Image, Message: Merging Pictures and Ideas-A Graphic. <p><u>Greek Bibliography:</u></p> <ul style="list-style-type: none"> - Arens Von William, Arens Christian, Weigold Michael, Αποτελεσματική Διαφήμιση, Αθήνα. - Ναλμπάντης Μιχαήλ Ε., Brand, η στρατηγική, Φερενίκη. 								
Assessment	<table border="1"> <tr> <td>Exams</td> <td>40%</td> </tr> <tr> <td>Assignments</td> <td>50%</td> </tr> <tr> <td>Class Participation and Attendance</td> <td>10%</td> </tr> <tr> <td>Total</td> <td>100%</td> </tr> </table>	Exams	40%	Assignments	50%	Class Participation and Attendance	10%	Total	100%
Exams	40%								
Assignments	50%								
Class Participation and Attendance	10%								
Total	100%								
Language	English								