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|-------------------------------|---|-----------------|-------------------|---------------------|------|
| Course Title                  | Introduction to Marketing   |                 |                   |                     |      |
| Course Code                   | MAR100  |                 |                   |                     |      |
| Course Type                   | Compulsory  |                 |                   |                     |      |
| Level                         | Bachelor (1 <sup>st</sup> Cycle)  |                 |                   |                     |      |
| Year / Semester               | 1 <sup>st</sup> Year/1 <sup>st</sup> Semester   |                 |                   |                     |      |
| Instructor's Name             | TBA   |                 |                   |                     |      |
| ECTS                          | 6   | Lectures / week | 3 Hours /14 Weeks | Laboratories / week | None |
| Course Purpose and Objectives | <p>Purpose:</p> <p>This course is designed to introduce students to the concept of Marketing. The course will include topics such as, marketing strategies, segmentation, targeting, positioning, market mix components, NPD, Marketing research, advertising and promotion, pricing, distribution, and finally implementation and control mechanisms. Additionally, the course will provide opportunities for the practical implementation of the concepts covered and the development of problem-solving skills.</p> <p>Objectives:</p> <ul style="list-style-type: none"> <li>• To introduce marketing to students who will either continue in the general business field or in the field of marketing.</li> <li>• Emphasis is placed on the study of the marketing mix ingredients, as well as on the external factors of the business environment</li> </ul> |                 |                   |                     |      |
| Learning Outcomes             | <p>Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> <li>• Describe the fundamentals of professional marketing practices through case study illustrations</li> <li>• Report on the challenges and complexities of the marketing environment by applying these to a project</li> <li>• Explain and describe the factors that influence the main marketing functions (pricing processes, development of new products, distributing products, promoting products and services) through quizzes and mini case studies</li> <li>• Analyse and report on the factors that influence consumers and their purchasing decisions</li> <li>• Describe the fundamentals of Marketing Research</li> </ul>   |                 |                   |                     |      |
| Prerequisites                 | None  | Co-requisites   | None              |                     |      |

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| <p>Course Content</p> | <p>The field of marketing: definition of marketing; present-day importance of marketing; the marketing concept; marketing management and its evolution; broadening the marketing concept.</p> <p>The marketing environment: external macro environment; external microenvironment; the internal environment; the marketing mix.</p> <p>Marketing information systems and marketing research: definition of a marketing information system and of marketing research; relationship between marketing information systems and marketing research; scope of marketing research activities; procedure in marketing research.</p> <p>Market demographics and buying power: population: its distribution and composition; consumer income and its distribution; consumer expenditure patterns.</p> <p>Social group and psychological influences on buyer behaviour: cultural influences; social-group influences; psychological determinants of buyer behaviour; decision-making process in buying.</p> <p>Market segmentation: market segmentation vs market aggregation; nature of market segmentation; bases for market segmentation.</p> <p>Product planning and development: the meaning of product; classification of products; importance of product innovation; development of new products; new product adoption and diffusion processes; reasons for the success or failure of new products.</p> <p>Product mix strategies: product mix and product line; major product-mix strategies; concept of the product life cycle; planned obsolescence and fashion; theories of fashion adoption.</p> <p>Brands, packaging and other product features: brand names; the importance of a good brand name; generic brands; packaging; labelling; other product features.</p> <p>Price determination: meaning of price; price importance in the economy; pricing objectives; factors influencing price determination; Pricing strategies and policies.</p> <p>Distribution; channels of physical distribution.</p> <p>Promotion; meaning and importance of promotion; the communication process; determination of promotional mix; determination of total promotional expenditures.</p> <p>Management of personal selling; the strategic personal selling process.</p> |
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|                      | <p>Advertising, sales promotion and publicity; nature of advertising, sales promotion and publicity; objectives of advertising; developing an advertising campaign; evaluating the advertising effort.</p> <p>Recent developments and contemporary issues pertaining to the subject-matter of the course.</p>   |      |  |
| Teaching Methodology | Face-to-face  |      |  |
| Bibliography         | <p>M.J. Etzel, B.J. Walker, W.J. Stanton : MARKETING<br/>McGraw Hill, Latest Edition</p> <p>Kotler, P., Armstrong K. : PRINCIPLES OF MARKETING<br/>Prentice Hall, Latest Edition</p> <p>Talarzyk, W.: CASES AND EXERCISES IN MARKETING<br/>Dryden, Latest Edition</p> <p>Baker, M.: MARKETING: THEORY AND PRACTICE, Mac<br/>Millan, Latest Edition</p> <p>Hoffman K. D. Etal : MARKETING PRINCIPLES AND<br/>BEST PRACTICES, South Western College Publishing, Latest Edition</p> <p>P. Harris and F. McDonald Sage: European Business and<br/>Marketing, Latest Edition</p> <p>Selected articles from periodicals</p> |      |  |
| Assessment           | Mid – Term Examination  | 35%  |  |
|                      | Final Examination   | 45%  |  |
|                      | Assignments/Presentations   | 10%  |  |
|                      | Class Participation and Attendance /<br>Attendance  | 10%  |  |
|                      |   | 100% |  |
| Language             | English   |      |  |