

Course Title	Introduction to Marketing				
Course Code	EL482				
Course Type	Elective				
Level	BSc/1st Cycle				
Year / Semester	4 th /8 th				
Teacher's Name	Marios Katsioloudes				
ECTS	5	Lectures / week	3 hours	Laboratories / week	-
Course Purpose and Objectives	This course is intended to provide a thorough appreciation of the nature and role of the marketing concept, market orientation, the marketing function and its application within the business environment.				
Learning Outcomes	Upon completion of the course, students will be able to: <ul style="list-style-type: none">• Understand basic concepts in Marketing• Appreciate the importance of Marketing in the business environment and how the environment affects the role of Marketing.• Analyze the importance of adopting and implementing Marketing in business (private and public) in a constantly changing and competitive environment.• Understand the role of customer-consumer in marketing• Evaluate the multifaceted nature of Marketing.				
Prerequisites	-	Required	-		
Course Content	<p>The History and Development of Marketing and the Marketing Industry</p> <ul style="list-style-type: none">• the business philosophies• the marketing concept, market orientation, the marketing function• the marketing industry• the concept of multiple markets/stakeholders• implications of ethics and the emergence of a 'societal orientation' <p>Influences on Consumer and Organisational Buyer Behaviour</p> <ul style="list-style-type: none">• Personal aspects of behaviour; cognitions, perceptions, learning processes, motivation, attitude theory.• Group behaviour and the impact of culture and lifestyles.• Theories of individual and organisational buying behaviour.				

	<p>Understanding the marketing environment</p> <ul style="list-style-type: none"> • Implications of the changing marketing environment • Undertaking a marketing audit <p>Introduction to the product concept</p> <ul style="list-style-type: none"> • Anatomy of a product • Introduction to the 'marketing mix'
Teaching Methodology	Lectures 42 hours
Bibliography	P.T.Kotler, G.Armstrong, Principles of Marketing, 17 th Edition, Pearson, 2017
Assessment	Final Exam 100%
Language	English