

Course Title	Marketing Graphic Design				
Course Code	MGD220				
Course Type	Compulsory				
Level	Bachelor				
Year / Semester	2nd / Spring				
Teacher's Name	Thomas Photiadis				
ECTS	3	Lectures / week	3	Laboratories / week	0
Course Purpose and Objectives	The aim of the course is to introduce students to the discipline of marketing.				
Learning Outcomes	<ol style="list-style-type: none"> 1. Demonstrate an understanding of the fundamental principles of marketing. 2. Examine and analyse in some depth the concepts of product, branding, packaging, labelling and service. 3. Identify and understand the importance of marketing information system and marketing research process and indicate how these can be used in solving business problems. 4. Learn and examine what is advertising, sales promotion and public relations and comprehend how campaigns are developed. 5. Use and apply basic marketing theories in case studies analysis and group projects. 				
Prerequisites	-	Required	-		
Course Content	<p>Marketing: Managing profitable customer relationships</p> <ul style="list-style-type: none"> • Understanding the market place and customer needs • Designing a customer driven strategy • Preparing an integrated marketing plan and program • Building customer relationships • Capturing value from customers 				

	<ul style="list-style-type: none"> ● The new marketing landscape <p>Designing products: Products, Brands, Packaging and Services</p> <ul style="list-style-type: none"> ● What is a product ● Product classifications ● Individual product decisions ● Product line decisions ● Product mix decisions ● Services marketing ● International product and services marketing <p>Managing Marketing Information</p> <ul style="list-style-type: none"> ● Assessing marketing information needs ● Developing marketing information ● Marketing research ● Analysing marketing information ● Distributing and using marketing information ● Other marketing information considerations <p>Advertising, Sales Promotion and Public Relations</p> <ol style="list-style-type: none"> a. Advertising b. Sales Promotion c. Public relations
Teaching Methodology	Lectures supported by powerpoint presentations, class discussions, case studies analysis, use of videos and visits to the industry to demonstrate the application of various concepts by companies.
Bibliography	Armstrong, G. and Kotler, P. (2008) 'Principles of Marketing', 12th edition. New York Prentice Hall
Assessment	<p>Participation in class: 30%</p> <p>Mid – term test: 35%</p> <p>Group assignment and presentation: 35%</p>
Language	English