

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	<p>Upon completion of the course, students will be able to:</p> <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