

Course Title	Customer Value creation			
Course Code	MBA 605			
Course Type	ELECTIVE			
Level	MASTER			
Year / Semester	Year 2 / Semester 5 or 6			
Teacher's Name	Pantelitsa Eteokleous/Avros Morphitis			
ECTS	6	Lectures / week	3	Laboratories / week
Course Purpose and Objectives	<p>Having the most innovative or "best" in quality product is never a guarantee for the success of your marketing programs. Modern corporations should emphasize and put at the center of their analysis and strategies the customer. To create customer value signals that the company has undergone a critical process in deeply understanding customer's current and latent needs and wants.</p> <p>This course offers the essentials for understanding the customer on which marketing programs and strategies are built, the market and the competition companies face as well as the importance of measuring marketing performance.</p>			
Learning Outcomes	<p>Upon course completion, students will be able to fulfill the following learning outcomes:</p> <ul style="list-style-type: none"> • understand the importance of marketing orientation and customer-driven strategies. • recognize the importance of collecting customer data. • analyze the market, competitors' strategies and identify market potential. • critically discuss the principles of customer value creation, satisfaction and loyalty through efficient and effective marketing strategies. • describe and exhibit understanding as to the choice of tools to deliver and communicate a superior value proposition to gain competitive advantage, win market share and create loyal customers. • acknowledge the impact of a customer centric approach on market and financial performance. 			
Prerequisites	ALL COMPULSORY COURSES	Required		

<p>Course Content</p>	<p>Session 1: Creating Customer Value, Market Orientation and Marketing Performance</p> <ul style="list-style-type: none"> • Introduction to the concepts of customer focus, performance and profitability, customer acquisition cost and customer lifetime value • The role of market research, customer data and marketing metrics <p>Session 2: Market Analysis</p> <ul style="list-style-type: none"> • Attractiveness of the market, potential for market share growth and strategies to increase market demand • Customer experience and mechanisms to increase experience through digital means • Target customers and market segmentation • Source of competitive advantage creation <p>Session 3: The marketing mix components</p> <ul style="list-style-type: none"> • Product: new product introduction, product positioning, branding, product line and portfolio strategies • Pricing strategies • Marketing channels • Integrated communication strategies <p>Session 4: Strategic Marketing</p> <ul style="list-style-type: none"> • Strategic Offensive Strategies • Strategic Defensive Strategies <p>Session 5: Marketing Plans, Strategies, and Performance</p> <ul style="list-style-type: none"> • Developing the Marketing Plan • Implementing Marketing Metrics and measuring performance outcomes
<p>Teaching Methodology</p>	<p>Lectures, articles, press-releases and other material given in class; discussion and analysis of case studies for students to receive feedback and resolve questions; oral presentations; quizzes; video watching; group project.</p>
<p>Bibliography</p>	<p>Lecture notes provided by the instructor</p> <p>Books:</p> <ul style="list-style-type: none"> • Best, R.J. (2013). <i>Market-Based Management</i>, (6th Edition). Pearson. • Excerpts from Philip K., and Kevin L. Keller (2018). <i>Marketing Management</i>, 15th edition. NJ: Pearson Prentice Hall <p>Articles</p>

	<ul style="list-style-type: none">• Short articles and case studies on contemporary marketing issues (e.g., Marketing News/Marketing week, Harvard Business Review) <p>Supplementary reading material to be provided by the instructor</p>
Assessment	Class participation (10%) Case study analysis and quizzes (in class) (10%) Group Project (35%) and Presentation (5%) Final Exam (40%)
Language	English