

Course Title	Introduction to Marketing			
Course Code	MKT 201			
Course Type	Compulsory			
Level	Undergraduate			
Year / Semester	Year 2 / Semester 3			
Teacher's Name	PANTELITSA ETEOKLEOUS			
ECTS	6	Lectures / week	3	Laboratories / week
Course Purpose and Objectives	<p>This course is designed to provide students with an understanding of the principles of Marketing.</p> <p>It will include topics such as environmental analysis, industry and competitor analysis, objective setting, marketing strategies, market mix components, and finally implementation and control mechanisms.</p>			
Learning Outcomes	<p>By the end of this course students will be able to:</p> <ul style="list-style-type: none"> • Understand the importance in business practice of being marketing oriented. • Evaluate market conditions and consumer needs when forming marketing strategies. • Describe a range of common strategies for use with each of the various Marketing mix tools: product, pricing, promotion and distribution. • Recommend and justify an appropriate mix of such strategies to form a cohesive overall strategy to address given marketing tasks or situations. • Use examples from current events and real-world marketing situations to apply, illustrate and discuss different marketing strategies. 			
Prerequisites	NONE	Required	NONE	
Course Content	<p>Chapter One: Marketing's Value to Consumers, Firms, and Society</p> <p>Chapter Two: Marketing Strategy Planning</p> <p>Chapter Three: Evaluating Opportunities in the Changing Market Environment</p> <p>Chapter Four: Focusing Marketing Strategy with Segmentation and Positioning</p> <p>Chapter Five: Final Consumers and Their Buying Behavior</p> <p>Chapter Six: Business and Organizational Customers and Their Buying Behavior</p>			

	<p>Chapter Seven: Improving Decisions with Marketing Information</p> <p>Chapter Eight: Elements of Product Planning for Goods and Services</p> <p>Chapter Nine: Product Management and New-Product Development</p> <p>Chapter Ten: Place and Development of Channel Systems</p> <p>Chapter Eleven: Distribution Customer Service and Logistics</p> <p>Chapter Twelve: Retailers, Wholesalers, and Their Strategy Planning</p> <p>Chapter Thirteen: Promotion—Introduction to Integrated Marketing Communications</p> <p>Chapter Fourteen: Personal Selling and Customer Service</p> <p>Chapter Fifteen: Advertising and Sales Promotion</p> <p>Chapter Sixteen: Publicity: Promotion Using Earned Media, Owned Media, and Social Media</p> <p>Chapter Seventeen: Pricing Objectives and Policies</p> <p>Chapter Eighteen: Price Setting in the Business World</p> <p>Chapter Nineteen: Ethical Marketing in a Consumer-Oriented World: Appraisal and Challenges</p>
<p>Teaching Methodology</p>	<ul style="list-style-type: none"> • Reading and resolving problems • Working on problem-solving • Attendance and participation in class • Monitor discussions • Writing and reply on objective type questions • Solving unstructured questions and case studies • Brief oral presentation before starting a new chapter and reply to queries from students • Homework for revision purposes • Interaction and collaborative learning • Simulation and role Playing • Video Watching and guest speakers
<p>Bibliography</p>	<p>1- Marketing 15th Edition</p> <p>By Roger Kerin and Steven Hartley and William Rudelius © 2021 Published: February 25, 2020</p> <p>2- Essentials of Marketing 17th Edition</p>

	By William Perreault and Joseph Cannon and E. Jerome McCarthy © 2021 Published: January 30, 2020
Assessment	Participation 10% Midterm Exam 20% Quizzes 10% Project 20% Final Exam 40%
Language	English