## COURSE OUTLINE

### GENERAL

<table>
<thead>
<tr>
<th>SCHOOL</th>
<th>ENGINEERING</th>
</tr>
</thead>
<tbody>
<tr>
<td>SEPARMENT</td>
<td>COMPUTER ENGINEERING INFORMATICS DEPT.</td>
</tr>
<tr>
<td>LEVEL OF COURSE</td>
<td>Undergraduate</td>
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<tr>
<td>COURSE CODE</td>
<td>CEID_DE2</td>
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<tr>
<td>SEMESTER OF STUDIES</td>
<td>Second</td>
</tr>
<tr>
<td>COURSE TITLE</td>
<td>Introduction to Marketing</td>
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### INDEPENDENT TEACHING ACTIVITIES

<table>
<thead>
<tr>
<th>Teaching Hours Per Week</th>
<th>ECTS Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lectures and case studies</td>
<td>3</td>
</tr>
</tbody>
</table>

Προσδέστε σειρές αν χρειαστεί. Η οργάνωση διδασκαλίας και οι διδακτικές μέθοδοι που χρησιμοποιούνται περιγράφονται αναλυτικά στο 4.

### COURSE TYPE

- Υποβάθρου, Γενικών Γνώσεων, Επιστημονικής Περιοχής, Ανάπτυξης Δεξιοτήτων

### GENERAL KNOWLEDGE

### PREREQUISITE COURSES:

### TEACHING AND ASSESSMENT LANGUAGE:

Greek

### THE COURSE IS OFFERED TO ERASMUS STUDENTS

No

### COURSE WEBPAGE (URL)

https://eclass.upatras.gr/courses/BMA579/

### LEARNING OUTCOMES

Learning outcomes

- Perigrafhoun tais madesiaikas apotelesmata tou madesiatoos oi syorkhmiemes gnwisies, deziostites kai ikanotites katallhlon epektidou pou tha apoktisoun oi roitiutes metata ena epekti ploioleirh tou madesiatoos.

- Sumboulveite te parantima A (exwristo archein sto e-mail)

  - Perigrafh tou Epektidou tou Madesiakwn Apotelesmatis gia kade ena kiklo spoudwn sumfwna me Ploioi Prosohtwn tou Euvrouplouan

  - Perigrafhikoi Deiktites Epektidwn 6, 7 & 8 tou Euvrouplouan Ploioi Prosohtwn Diapor비 Madesiag

  - Diapor비 B

During this course students will learn about the philosophy of marketing and the marketing tools that are applied to a wide range of businesses and organizations. They will be taught about the main marketing concepts such as the marketing mix and branding and they will understand the importance of research and strategic planning for effective marketing.
By the end of this course, students will be able to:

1. understand the importance of consumers’ needs and preferences in their buying decisions and their consumption patterns in general
2. understand the need of basing marketing-related decisions on the research and analysis of the internal and external environment of a business or an organization
3. understand the need for strategic marketing planning
4. analyze the market situation of a particular company or product
5. perform a market segmentation according to different segmentation criteria
6. set target and make decisions concerning the promotion of a of a particular company or product
7. prepare an integrated marketing plan for a company

General Abilities

At the end of the course the student will have further developed the following skills:

1. Performing marketing research and analysis
2. Recommending market targets and marketing strategies
3. Preparing an integrated marketing plan for a particular company or product that will lead to satisfying consumer needs better than competing businesses

Generally, by the end of this course the student will, furthermore, have develop the following general abilities (from the list above):

- Searching, analysis and synthesis of facts and information, as well as using the necessary technologies
- Adaptation to new situations
- Decision making
- Respect for difference and multiculturalism
- Showing social, professional and ethical responsibility and sensitivity to gender issues
- Exercise of criticism and self-criticism
- Promotion of free, creative and inductive thinking

Course Content

i. Key concepts of marketing
ii. Marketing environment
iii. Strategic marketing planning
iv. Consumer behaviour
v. Market segmentation, market targeting and positioning
vi. Marketing mix
vii. Product
viii. Price
ix. Distribution
## TEACHING AND LEARNING METHODS - ASSESSMENT

<table>
<thead>
<tr>
<th>Teaching Method</th>
<th>Face-to-face lectures and case studies</th>
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</table>
| **Use of Information and Communication Technologies** | Use of PowerPoint projections  
Support of the teaching process through the electronic e-class platform |
| **Teaching Organization** |  
- Διαλέξεις, Σεμινάρια, Εργαστηριακή Εκπαίδευση κ.λπ.  
- Use of PowerPoint projections  
- Support of the teaching process through the electronic e-class platform |
| **Student Assessment** |  
- Written examination after the end of the semester comprising a Greek-language multiple-choice questionnaire. |
| **Recommended Literature** |  