Course Outline: "6108 - Marketing of Products and Services"

1. General information

FACULTY/SCHOOL	Physical Education, Sport Science & Nutrition		
DEPARTMENT	Nutrition & Dietetics		
LEVEL OF STUDY	Undergraduate		
COURSE UNIT CODE	**6108**	**SEMESTER**	**6th**
COURSE TITLE	**Marketing of Products and Services"**		

INDEPENDENT TEACHING ACTIVITIES in case credits are awarded for separate components/parts of the course, e.g. in lectures, laboratory exercises, etc. If credits are awarded for the entire course, give the weekly teaching hours and the total credits	**WEEKLY TEACHNG HOURS**	**CREDITS**
Lectures	3	
Add rows if necessary. The organization of teaching and the teaching methods used are described in detail under section 4	**3**	**3**

COURSE TYPE *Background knowledge, Scientific expertise, General Knowledge, Skills Development*	Scientific expertise
PREREQUISITE COURSES	
LANGUAGE OF INSTRUCTION	GREEK
LANGUAGE OF EXAMINATION/ASSESSMENT	GREEK
THE COURSE IS OFFERED TO ERASMUS STUDENTS	Yes, English
COURSE WEBSITE (URL)	NA

2. LEARNING OUTCOMES

Learning Outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate (certain) level, which students will acquire upon successful completion of the course, are described in detail. It is necessary to consult:Συμβουλευτείτε το ***APPENDIX A***

- *Description of the level of learning outcomes for each level of study, in accordance with the European Higher Education Qualifications' Framework.*
- *Descriptive indicators for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and*

APPENDIX B

- *Guidelines for writing Learning Outcomes*

Course Aim:

The main purpose of the course is to get students acquainted with the basic concepts and contemporary practices of Marketing products and services. Through the lectures of the course, the goal is for students, as future health professionals, to be able to analyze the market and ultimately successfully meet the needs of the consumer, having as a criterion his behavior.

Learning Objectives:

At the end of the lectures, students should be able to:

•Understand the basic concepts of modern Marketing, both products and services.

•Understand modern communication techniques and their application.

•To be able to analyze the market, both in terms of preparation and marketing mix.

•To understand the role and value of consumer behavior and the need to orient the provision of services and products to it.

General Competences

Taking into consideration the general competences that students/graduates must acquire (as those are described in the Diploma Supplement and are mentioned below), at which of the following does the course attendance aim?

Search for, analysis and synthesis of data and information by the use of appropriate technologies, Adapting to new situations Decision-making Individual/Independent work Group/Team work Working in an international environment Working in an interdisciplinary environment Introduction of innovative research

Project planning and management Respect for diversity and multiculturalism Environmental awareness Social, professional and ethical responsibility and sensitivity to gender issues Critical thinking Development of free, creative and inductive thinking …… (Other…….citizenship, spiritual freedom, social awareness, altruism etc.) …….

- Group/Team work Working
- Independent work
- Decision-making Individual
- Critical thinking
- Development of free, creative and inductive thinking

3. COURSE CONTENT

- Introduction to Marketing: Basic Concepts and Development of Marketing Thinking
- Products and services: similarities and differences.
- Market research process, SWOT analysis, target markets
- Segmentation, targeting and positioning
- Introduction to the Marketing mix
- Channels of distribution
- Consumer-oriented Marketing Strategy
- Marketing Communications and methods of promoting products and services, internet Marketing
- Consumer behavior: Values, preferences, needs, culture, emotions, perception. Information processing. Consumer decision-making processes and theories.

4. TEACHING METHODS - ASSESSMENT

MODES OF DELIVERY *Face-to-face, in-class lecturing, distance teaching and distance learning etc..*	Face-to-face	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY *Use of ICT in teaching, Laboratory Education, Communication with students*	1. Lectures in powerpoint documents 2. Research or review papers in pdf documents 3. Laptops for the projection of relevant videos 4. The lectures in pdf documents that are announced to the students through the eclass platform The students get in touch with the instructor either directly (through face to face contact or email) or indirectly (through notes posted on the poster boards and the website of the Department).	
COURSE DESIGN *Description of teaching techniques, practices and methods: Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, Internship, Art Workshop, Interactive teaching, Educational visits, projects, Essay writing, Artistic creativity, etc. The study hours for each learning activity as well as the hours of self-directed study are given following the principles of the ECTS.*	***Activity/Method***	***Semester workload***
	Lectures	36
	Presentations	2
	Preparation of public presentation	15
	Preparation for the exam	22
	Total	***75***

STUDENT PERFORMANCE EVALUATION/ASSESSMENT METHODS *Detailed description of the evaluation procedures:* *Language of evaluation, assessment methods, formative or summative (conclusive), multiple choice tests, short- answer questions, open-ended questions, problem solving, written work, essay/report, oral exam, presentation, laboratory work, other……etc.* *Specifically defined evaluation criteria are stated, as well as if and where they are accessible by the students.*	The performance of the students is assessed through written exams (60%) and a group presentation relevant to the scope of the course (case study) (40%).

5. SUGGESTED BIBLIOGRAPHY

-Suggested bibliography:

Kotler P., Εισαγωγή στο Μάρκετινγκ-Μάνατζμεντ Γκιούρδας Β., 2001.
Γούναρης, Σ. & Καραντίνου Κ., Μάρκετινγκ υπηρεσιών, 3η έκδ, Rosili , 2014.
Σιώμκος, Γ.Ι., Συμπεριφορά καταναλωτή & στρατηγική μάρκετινγκ, Σταμούλης, 2011
Scott M. Smith, Gerald S. Albaum, Fundamentals of marketing research, SAGE, 2005
Szmigin I. & Piacentini M., Consumer Behaviour, 2nd ed., Oxford: Oxford University Press, c2018

- Scientific journals:
- Journal of Food Product Marketing [online] Available at: https:// www.tandfonline.com/toc/wfpm20/current