

COURSE OUTLINE

(1) GENERAL

SCHOOL	HEALTH & CARE SCIENCES		
ACADEMIC UNIT	BIOMEDICAL SCIENCES		
DIVISION	OPTICS & OPTOMETRY		
LEVEL OF STUDIES	UNDERGRADUATE		
COURSE CODE	8022	SEMESTER	8 th
COURSE TITLE	MARKETING		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>		WEEKLY TEACHING HOURS	CREDITS
Lectures		3	4
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	GENERAL BACKGROUND		
PREREQUISITE COURSES:			
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No		
COURSE WEBSITE (URL)	N/A		

(2) LEARNING OUTCOMES

<p>Learning outcomes <i>The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.</i> <i>Consult Appendix A</i></p> <ul style="list-style-type: none"> • <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> • <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> • <i>Guidelines for writing Learning Outcomes</i>
<p>The aim of the course is to understand the basic concepts of Marketing and Technical Sales, as well as the rules of development of small and medium enterprises.</p> <p>Upon successful completion of the course the student will be able to:</p> <ul style="list-style-type: none"> • understand the basic principles and rules of Marketing and Technical Sales. • to become familiar with the methods and rules of Marketing and Technical Sales. • to know ways of solving Marketing problems and to use knowledge development of small and medium enterprises. Be able to make information available to other collaborating vision professionals.

<p>General Competences <i>Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?</i></p>	
<p><i>Search for, analysis and synthesis of data and information, with the use of the necessary technology Adapting to new situations Decision-making Working independently Team work Working in an international environment Working in an interdisciplinary environment Production of new research ideas</i></p>	<p><i>Project planning and management Respect for difference and multiculturalism Respect for the natural environment Showing social, professional and ethical responsibility and sensitivity to gender issues Criticism and self-criticism Production of free, creative and inductive thinking Others... </i></p>
<p><i>Working independently Team work</i></p>	

(3) SYLLABUS

- Importance of Marketing for the business. Detailed Marketing Methods-product life cycle. Competition analysis - Macroeconomic environment Analysis of consumer purchasing behavior. Primary -Secondary elements. Questionnaire-Pilot analysis. Statistical data and processing. Conclusions-Applications
- Product promotion. Applications of consumer theory. Production-cost function. Determination of the supply function. Perfect competition. Applications. Basic concepts of advertising. Production and advertising. Defining goals and measuring the results of advertising
- Sales operation. Preparation -Planning - Problems and product distribution policy. Problems and product promotion policy. Problems and pricing and sales policy. Sales control. Legislation and market regulation Sales. Customer approach method. Sales strategy. Basic sales categories. Sales management.

(4) TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Face to face.	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	Delivery of the syllabus is supported by e-class.	
TEACHING METHODS <i>The manner and methods of teaching are described in detail.</i> <i>Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.</i> <i>The student's study hours for each learning activity are given as well as the hours of non- directed study according to the principles of the ECTS</i>	Activity	Semester workload
	Lectures	39 hours
	Self study	61 hours
	Course total	90 hours
STUDENT PERFORMANCE EVALUATION <i>Description of the evaluation procedure</i> <i>Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other</i> <i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i>	Written assessment 100%	

(5) ATTACHED BIBLIOGRAPHY

<p>- Suggested bibliography:</p> <ul style="list-style-type: none"> • Greek language • Retail sales technique - Mavrouleas, N. - Athens: Stamoulis, 1994 • Sales Technique - Elvy, B. Howard. - Athens: Interbooks, 1979 • Creative method for sales development - Magnisalis, K.G. - Athens: Interbooks, 1990 • Retail sales development - Exadaktylos, Nikolaos. - Athens: Ellin, 1996 • How to sell anything to anyone - Girard, Joe. - Athens: Anastasiadis, 1996 • Salesman technique - Katsoulas, G. - Athens, 1974 • Effective organization and sales management - Avlonitis, George I. - Athens: Stamoulis, 1997 • Sales and sales management - Hisrich, Robert D. - Athens: Singular Publications, 1995 • Foreign language • Marketing - Toussaint, J. C. - Athens: Pamosos, 1971 • Strategic marketing management 1997-98 - Paul Fifiield and Colin Gilligan. - Oxford: Butterworth-Heinemann, 1997

- Trade marketing strategies - Geoffrey Randall. - Oxford; Boston: Butterworth-Heinemann, 1994
- Marketing plans - Oxford; Boston: Butterworth-Heinemann, 1999
- Marketing ethics - Bodo B. Schlegelmilch. - London; Boston: International Thomson Business Press, 1998
- Marketing plans - Malcolm H.B. McDonald. - Oxford; Boston: Butterworth-Heinemann, 1995