



COURSE DESCRIPTION

1. GENERAL

SCHOOL	ECONOMIC SCIENCES		
DEPARTMENT	TOURISM		
LEVEL	Undergraduate		
COURSE CODE	MKT100	SEMESTER	2 nd
COURSE TITLE	Introduction to Marketing		
INDEPENDENT TEACHING ACTIVITIES	WEEKLY TEACHING HOURS	ECTS	
Lectures	4	5	
COURSE CATEGORY	Skills Development		
COURSE TYPE	Compulsory		
PREREQUISITES	-		
LANGUAGE OF TEACHING AND EXAMINATIONS	Greek		
THE COURSE IS OFFERED TO ERASMUS STUDENTS			
URL	https://tourism.ionio.gr/en/undergraduate-studies/courses/1331/		
ECLASS	https://opencourses.ionio.gr/courses/DT0199/		

2. TEACHING RESULTS

Teaching Results
<ul style="list-style-type: none">• To help students obtain the theoretical background of marketing and understand its main concepts and theories.• To help students understand the importance of marketing in the modern corporate environment.• To help students familiarize themselves with the application of main marketing concepts and theories in real life case studies.• To help students understand the importance of marketing in the modern corporate environment of hospitality and tourism.
General Skills

3. CONTENT

The module aims to introduce students to the main principles and concepts of marketing, as well as their application in the modern corporate environment, by connecting theory and practice. Principles and concepts that will be introduced and discussed during the module include, inter alia, the marketing mix (product, price, place, promotion), segmentation, targeting and positioning, as well as the internal and external marketing environments. Finally, the module will present multiple tourism and hospitality case studies, in order to explain how the principles have been applied so far in the field.

Week 1: Introduction to the basic concepts of marketing

Week 2: Marketing strategy and understanding competitors

Week 3: The Marketing Environment

Week 4: Consumer Behavior

Week 5: Market segmentation

Week 6: Targeting and Positioning



Week 7: Guest Speaker Presentation

Week 8: Marketing Research

Week 9: Product and Pricing Policy

Week 10: Distribution policy

Week 11: Promotion policy

Week 12: Marketing Communication

Week 13: Lesson summary

4. TEACHING AND LEARNING METHODS - EVALUATION

TEACHING METHOD	Lectures								
USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES	The course includes the use of video and multimedia.								
TEACHING STRUCTURE	<table><tr><td>Activity</td><td>Semester Workload</td></tr><tr><td>Lectures</td><td>52</td></tr><tr><td>Literature Study and Analysis</td><td>73</td></tr><tr><td>Course Total (ECTS: 5)</td><td>125</td></tr></table>	Activity	Semester Workload	Lectures	52	Literature Study and Analysis	73	Course Total (ECTS: 5)	125
Activity	Semester Workload								
Lectures	52								
Literature Study and Analysis	73								
Course Total (ECTS: 5)	125								
EVALUATION OF STUDENTS	The course is evaluated through a group oral presentation and a written exam.								

5. BIBLIOGRAPHY

Armstrong, G., Adam, S., Denize, S., & Kotler, P. (2014). *Principles of marketing*. Pearson Australia.