

1.GENERAL			
SCHOOL		School of Agricultural Sciences	
DEPARTMENT		Department of Ichthyology and Aquatic Environment	
LEVEL OF STUDIES		Undergraduate	
COURSE CODE			STUDY SEMESTER
COURSE TITLE		Marketing and Fisheries Production Policy	
INDEPENDENT TEACHING ACTIVITIES		WEEKLY TEACHING HOURS	CREDIT UNITS
		2 Theory+1 Laboratory	4
TYPE OF COURSE		LEVEL 7: Specialization course	
PREREQUISITE COURSES			
LANGUAGE OF TEACHING AND EXAMINATION		Greek (Erasmus students: English)	
THE COURSE IS OFFERED TO ERASMUS STUDENTS		Yes (in English)	
ELECTRONIC COURSE PAGE (URL)		www.diae.uth.gr	
2. LEARNING OUTCOMES			
Learning outcomes			
The learning outcomes of the course are described as the specific knowledge, skills and competences of an appropriate level that students will acquire after successful completion of the course.			
The main objective of the course is to introduce students to the concepts of Marketing and lay the foundations for their proper understanding, as well as to define the framework in which Marketing operates and the role of Marketing professionals, specifically for fishery production products.			
Learning Outcomes			
Upon successful completion of the course, students will be able to:			
<ul style="list-style-type: none">• Understand:<ul style="list-style-type: none">a) The basic concepts of Marketing science within the context of economics and social sciences.b) The socio-economic environment in which Marketing operates and develops within businesses and organizations.c) The rationale behind Marketing, its application fields, and the new ways in which modern technology is applied to Marketing.• Use: The basic concepts of Marketing to interpret the economic phenomena and conditions in the fisheries market.• Understand: How fishery businesses respond to changes in consumer buying behavior.• Understand: The operation of the Marketing Mix.• Apply: The process of Segmentation in the market for fishery products.• Analyze: The business environment of a company, including both the external and internal environment, focusing primarily on the analysis of strengths, weaknesses, opportunities, and threats (SWOT Analysis).			
This summary emphasizes the course's focus on equipping students with the knowledge to apply marketing principles to fisheries, considering both theoretical and practical aspects.			
General skills			
Considering the general competences to be acquired by the graduate (as listed in the diploma supplement and listed below), which of the following is/are the aim of the course?			
Search, analysis and synthesis of data and information, using the necessary technologies Adaption to new situations Decision-making Autonomous work Teamwork Working in an international environment Working in an interdisciplinary environment		Project planning and management Respect for diversity and multiculturalism Respect for the natural environment Demonstrate social, professional and ethical responsibility and sensitivity to gender issues Exercise of criticism and self-criticism Promoting free, creative and inductive thinking	
The course aims to develop the following skills:			
<ul style="list-style-type: none">• Adaptation to new situations (investigative analysis of future developments/scenarios)• Decision making• Writing assignments in an interdisciplinary environment			

- *Exercise of critical and self-reflection*
- *Independent and team-based work in a future interdisciplinary setting*
- *Respect for the natural environment*
- *Promotion of free, creative, and inductive thinking*

These objectives are ensured through the content of the lectures, students' active participation during the lectures, assignments carried out within the course framework, and the presentation of required assignments.

3. COURSE CONTENT

Lecture 1	Presentation – Course Organization The Philosophy of Marketing <ul style="list-style-type: none"> • What is Marketing • The Dual Nature of Marketing • Marketing Orientation • Marketing Ideology • Marketing Applications • Evolution of Marketing Ideas • Marketing Mix – 4Ps
Lecture 2	Value for Customers <ul style="list-style-type: none"> • Definition of Customer Value • Conditions for Customer Value • Definition of Customer Satisfaction • Maintaining Customer Satisfaction • Relationship Marketing • Strengthening Long-Term Relationships with Customers
Lecture 3	The Marketing Environment <ul style="list-style-type: none"> • What is the Marketing Environment • Forms of the Marketing Environment • Macro Environment Forces • Micro Environment Forces • From the Old Economy to the New Economy • Businesses in a Transitional Stage • Marketing in a Transitional Stage
Lecture 4	Marketing Design and Strategies <ul style="list-style-type: none"> • Marketing Design Process • Defining the Market and Customer • Marketing Program Process • Marketing Objectives and Strategies • Marketing Program Design Activities • Marketing Program Design Processes
Lecture 5	Marketing Research and Market Research <ul style="list-style-type: none"> • Marketing Information System • Sources of Marketing Information • Customer Information System • Competitor Information System • Definition of Marketing Research • Marketing Research Process • Key Principles of Marketing Research • Common Marketing Research Errors
Lecture 6	Consumer Behavior <ul style="list-style-type: none"> • Content of Consumer Behavior Concept • Who is the Consumer • General Model of Consumer Behavior • Social Influences on Consumer Behavior • Consumer Decision-Making Models • Consumer Perception • Consumer Involvement

Lecture 7	Market Segmentation, Targeting, and Positioning <ul style="list-style-type: none"> • Market Segmentation Criteria • Conditions for Effective Market Segmentation • Evaluation • Market Segment Selection • Market Segment Attractiveness • Brand Definition • Product Positioning Definition • Product Positioning Strategies • Perceived Mapping
Lecture 8	The Product <ul style="list-style-type: none"> • Concept of Product • Product Life Cycle • Characteristics of Product Life Cycle • Product Diffusion Process
Lecture 9	Marketing Communications <ul style="list-style-type: none"> • Communication Strategy • Stages in Developing an Effective Communication Strategy • Communication Mix • Function of Communication • Communication Plan Design
Lecture 10	Distribution Network <ul style="list-style-type: none"> • Contribution of Distribution • Selection of Distribution Network • Indirect and Direct Distribution • Criteria for Selecting Partners by Distributors • Presentation of Distribution Channels • Power of Producer, Distribution Network, and Retailer • Conflict in the Distribution Network • Distribution Channel Design Process
Lecture 11	Services and Marketing <ul style="list-style-type: none"> • Marketing Mix for Services – 7 Ps • Characteristics of Services • Problems in Services • Proposals for Solving Service Problems
Lecture 12	Analysis of Case Studies on the Marketing of Fishery Products
Lecture 13	Lesson summary

4. TEACHING AND LEARNING METHODS – EVALUATION

TEACHING METHOD <i>Face to face, Distance learning, etc.</i>	Face-to-face, Distance learning, etc. Face-to-face, Role plays, Flipped classroom, experiential learning		
USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES	Specialized Statistical Data Analysis Software Learning Process Support through the e-class electronic platform		
ORGANIZATION OF TEACHING <i>The ways and methods of teaching are described in detail. Lectures, Seminars, Laboratory Exercise, Field Exercise, Study & analysis of Literatures, Tutoring, Practical, Clinical Exercise, Artistic workshop, Interactive teaching, educational visits, Study visits, Project work, Writing Work/assignments, Artistic creation, etc.</i> <i>The students' hours of study for each learning activity and the hours of unguided study according to ECTS principles are indicated.</i>	Activity	Semester Workload	
	LECTURES	40	
	LABORATORY EXERCISE	20	
	WRITING PAPERS	20	
	INDEPENDENT STUDY	20	
	Course total (25 hours of workload per ECTS)	100	
STUDENT ASSESSMENT <i>Description of the evaluation process</i>	Language of evaluation: Greek (Erasmus students: English) Students are asked to answer a combination of multiple-choice and essay questions.		

<p><i>Language of Evaluation, Evaluation Methods, Formative or Inferential, Multiple-Choice Test, Short Answer Questions, Problem solving, Written work, Report, Oral Examinations, Public Presentation, Laboratory Work, clinical examination of Patient, artistic Presentation, Other.</i></p>	
<p>5. RECOMMENDED BIBLIOGRAPHY</p>	
<p><i>Suggested Bibliography:</i></p>	<ul style="list-style-type: none"> • Armstrong G., Kotler P. (2009). Introduction to Marketing, Epikentro Publishing, ISBN: 978-960-458-204-4, (Eudoxos: 14952) • Norwood B., Lusk J. (2012). Marketing and Prices of Agricultural Products, BROKEN HILL PUBLISHERS LTD, ISBN: 978-996-371-600-5, (Eudoxos: 22767610) • Analytical notes and summary brochures are also provided for each chapter of the material. <p>Related scientific journals:</p> <ul style="list-style-type: none"> • British Food Journal • Agribusiness • Fisheries • Aquaculture • Aquaculture International • Marine Policy • Fisheries Research • Aquaculture Economics and Management • Review of Agricultural Economics • American journal of Agricultural Economics • Land Use Policy