

## COURSE OUTLINE

### (1) General information

<b>FACULTY/SCHOOL</b>	School of Maritime and Industrial Studies		
<b>DEPARTMENT</b>	MARITIME STUDIES		
<b>LEVEL OF STUDY</b>	Undergraduate		
<b>COURSE UNIT CODE</b>	NA503		
<b>COURSE TITLE</b>	Marketing in Shipping and Transport		
<b>INDEPENDENT TEACHING ACTIVITIES</b> <i>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</i>	<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>	
Lectures and Practice Exercises	4	6	
<i>Add rows if necessary. The organization of teaching and the teaching methods used are described in detail under section 4</i>			
<b>COURSE TYPE</b> <i>Background knowledge, Scientific expertise, General Knowledge, Skills Development</i>	General Knowledge		
<b>PREREQUISITE COURSES:</b>			
<b>LANGUAGE OF INSTRUCTION:</b>	Greek		
<b>LANGUAGE OF EXAMINATION/ASSESSMENT:</b>			
<b>THE COURSE IS OFFERED TO ERASMUS STUDENTS</b>	NO		
<b>COURSE WEBSITE (URL)</b>	<a href="https://eclass.unipi.gr/courses/NAS175/">https://eclass.unipi.gr/courses/NAS175/</a>		

### (2) LEARNING OUTCOMES

<p><b>Learning Outcomes</b></p> <p><i>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.</i></p> <p><i>It is necessary to consult:</i></p> <p><b>APPENDIX A</b></p> <ul style="list-style-type: none"> <li>• <i>Description of the level of learning outcomes for each level of study, in accordance with the European Higher Education Qualifications' Framework.</i></li> <li>• <i>Descriptive indicators for Levels 6, 7 &amp; 8 of the European Qualifications Framework for Lifelong Learning and</i></li> </ul> <p><b>APPENDIX B</b></p> <ul style="list-style-type: none"> <li>• <i>Guidelines for writing Learning Outcomes</i></li> </ul> <p><i>The main purpose of the course is to link the principles of marketing to shipping. Marketing is a social and economic management process by which individuals and groups acquire what they need and want through the production, supply and exchange of value products and services with others. Marketing is also the set of business activities aimed at identifying, anticipating and satisfying the needs of consumers and achieving the goals of the business. In the field of shipping, we refer to</i></p>
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covering and meeting the needs of the charterer and the shipper for the maritime transport of goods. This course analyzes the shipping market, the environment in which the shipping business operates, segregation criteria and the application of the marketing mix to shipping. Particular emphasis is given to the analysis of practical applications that include and compose scientific considerations, concepts, analytical methods and exemplary examples from the field of shipping and transport. More specifically, with the successful completion of the course, students will be able to:

- be familiar with the concepts of marketing in shipping and transport and lay the foundations for their proper understanding (knowledge)
- acquire the necessary conceptual background in the field of marketing in shipping and transport (knowledge)
- adapt the theoretical tools and concepts of marketing to the particular environment of shipping and transport companies (application)
- Understand the basic dimensions of the use of marketing applications in shipping and transport companies and the ways in which the knowledge they will gain will be linked to these applications (understanding and implementation)
- Design and compose an effective marketing mix in shipping (analysis and synthesis)

**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?

<p><i>Search for, analysis and synthesis of data and information by the use of appropriate technologies,</i></p> <p><i>Adapting to new situations</i></p> <p><i>Decision-making</i></p> <p><i>Individual/Independent work</i></p> <p><i>Group/Team work</i></p> <p><i>Working in an international environment</i></p> <p><i>Working in an interdisciplinary environment</i></p> <p><i>Introduction of innovative research</i></p>	<p><i>Project planning and management</i></p> <p><i>Respect for diversity and multiculturalism</i></p> <p><i>Environmental awareness</i></p> <p><i>Social, professional and ethical responsibility and sensitivity to gender issues</i></p> <p><i>Critical thinking</i></p> <p><i>Development of free, creative and inductive thinking</i></p> <p>.....</p> <p><i>(Other.....citizenship, spiritual freedom, social awareness, altruism etc.)</i></p> <p>.....</p>
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- Adapt to new situations
- Decision making
- Autonomous work
- Teamwork
- Exercise of criticism and self-criticism
- Promoting free, creative and inductive thinking

**(3) COURSE CONTENT**

1. Introductory Marketing Concepts (4Ps, segregation, SWOT analysis)
2. Operating Environment of Shipping and Transport Organizations
3. Competitor Analysis
4. Segmentation, placement, targeting (per ship, load, route, behavior, contract, customer, etc.)
5. The customer (internal – external)
6. Services Marketing (7Ps)
7. Service Quality
8. Pricing
9. Marketing Strategies
10. Applications and case studies of marketing in shipping companies

**(4) TEACHING METHODS--ASSESSMENT**

<b>MODES OF DELIVERY</b>	Face-to- face (in class lecturing)
<i>Face-to-face, in-class lecturing,</i>	

<i>distance teaching and distance learning etc.</i>																					
<p><b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGY</b></p> <p><i>Use of ICT in teaching, Laboratory Education, Communication with students</i></p>	Support Learning through the e-class platform																				
<p><b>COURSE DESIGN</b></p> <p><i>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.</i></p> <p><i>The study hours for each learning activity as well as the hours of self-directed study are given following the principles of the ECTS.</i></p>	<table border="1"> <thead> <tr> <th><b>Activity/Method</b></th> <th><b>Semester workload</b></th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>52</td> </tr> <tr> <td>Case studies analysis</td> <td>10</td> </tr> <tr> <td>Individual or Teamwork assignments</td> <td>29</td> </tr> <tr> <td>Non-guided study</td> <td>59</td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td><b>Total</b></td> <td><b>150</b></td> </tr> </tbody> </table>	<b>Activity/Method</b>	<b>Semester workload</b>	Lectures	52	Case studies analysis	10	Individual or Teamwork assignments	29	Non-guided study	59									<b>Total</b>	<b>150</b>
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<p><b>STUDENT PERFORMANCE EVALUATION/ASSESSMENT METHODS</b></p> <p><i>Detailed description of the evaluation procedures:</i></p> <p><i>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.</i></p> <p><i>Specifically defined evaluation criteria are stated, as well as if and where they are accessible by the students.</i></p>	<p>1. Written final exam (50%) in English including short answer questions and comparative assessment of theory data</p> <p>2. Individual or Teamwork (50%)</p>																				

**(5) SUGGESTED BIBLIOGRAPHY:**

*-Suggested bibliography:*

Παντουβάκης Α., Σιώμκος Γ., Χρήστου Ε. (2016). Μάρκετινγκ. Εκδόσεις: Λιβάνης  
ISBN: 9789601429601

*-Suggested scientific journals:*

Journal of Marketing

Journal of Marketing Management

Journal of the Academy of Marketing Science