# NEW TECHNOLOGIES IN MARKETING

## COURSE OUTLINE

Responsible: Georgios Mastorakis

| 1. GENERAL | | | |
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| **SCHOOL** | School of Management and Economics | | |
| **ACADEMIC UNIT** | Department of Management Science and Technology | | |
| **LEVEL OF STUDIES** | Undergraduate | | |
| **COURSE CODE** | 0801.8.017.0 | **SEMESTER** | Winter/Spring |
| **COURSE TITLE** | New Technologies in Marketing | | |

| **INDEPENDENT TEACHING ACTIVITIES**<br>if credits are awarded for separate components of the course | **WEEKLY TEACHING HOURS** | **CREDITS** |
|---|---|---|
| | 4 | 6 |
| **Total** | **4** | **6** |

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| **COURSE TYPE**<br>general background, special background, specialised general knowledge, skills development | Skills Development |
| **PREREQUISITE COURSES** | None |
| **LANGUAGE OF INSTRUCTION and EXAMINATIONS** | ENGLISH |
| **OFFERED TO ERASMUS STUDENTS** | Yes (in English) — Both Winter and Spring Semesters |
| **COURSE WEBSITE (URL)** | https://eclass.hmu.gr/courses/DSA158/ |

## 2. LEARNING OUTCOMES

### Learning outcomes

**Course Aim**

The aim of this course is to familiarize students with information management systems used in marketing decision-making, as well as with e-marketing and online marketing. The course also examines the rapid evolution of technology, particularly Information and Communication Technologies (ICT), and explores how these technologies are transforming the ways in which organizations and businesses interact with customers, suppliers, and business partners.

**Learning Outcomes**

Upon successful completion of the course, students will be able to demonstrate the following knowledge, skills, and competencies:

### Knowledge

Students will be able to:

- Understand the role of information systems in supporting marketing decision-making.
- Explain the importance of information sources, marketing research, marketing reporting systems, decision support systems, and expert systems in marketing.
- Examine the impact of emerging technologies associated with the Fourth Industrial Revolution on modern marketing practices.

## Skills

Students will be able to:

- Evaluate the application of emerging technologies in marketing, including electronic systems for marketing information identification, collection, and management.
- Analyze the use of digital technologies for improving marketing processes and decision support.

## Competencies

Students will be able to:

- Understand the principles of online marketing, including the development of online marketing strategies, digital promotion and advertising, and viral marketing.
- Analyze website traffic analytics systems, Customer Relationship Management (CRM) systems, partner relationship management systems, and marketing knowledge management systems.
- Apply appropriate information systems and digital tools to support marketing analysis and strategic decision-making in contemporary business environments.

**General Competences**

- **Decision-making**
- **Analysis and synthesis of data and information using appropriate technologies**
- **Promotion of free, creative, and inductive thinking**

**3. SYLLABUS**

- Decision support for marketing through Information Systems.
- Sources of marketing information, marketing research, reporting systems, decision support systems (DSS), and expert systems.
- Fourth Industrial Revolution technologies and their applications in marketing.
- Database Marketing and Customer Relationship Management (CRM) systems.
- The use of Geographic Information Systems (GIS) in marketing.
- Electronic systems for the identification and collection of marketing information.
- Marketing and the Internet (Online Marketing).
- Online marketing strategy development, digital promotion and advertising, and viral marketing.
- Website traffic analytics, Customer Relationship Management (CRM), and Partner Relationship Management (PRM) systems.
- Marketing Knowledge Management (MKM) systems and practical applications.

| 4. TEACHING and LEARNING METHODS - EVALUATION | |
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| **DELIVERY**<br>Face-to-face, Distance learning, etc. | REMOTELY AND SEVEAL FACE TO FACE MEETINGS |
| **USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY**<br>Use of ICT in teaching, laboratory education, communication with students | Data analytics tools |

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| **TEACHING METHODS**<br>The manner and methods of teaching are described in detail. | **Activity** / **Semester workload**<br>Personal project / 150<br>**Course total** / **150** |
| **STUDENT PERFORMANCE EVALUATION**<br>Description of the evaluation procedure | FINAL PROJECT AND ASSIGNMENTS |

| **5. ATTACHED BIBLIOGRAPHY** |
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| Research papers. |