ERASMUS

HELLENIC MEDITERRANEAN UNIVERSITY

COURSE OUTLINES

Department of Management Science and Technology

School of Management and Economics

Academic Year 2026-2027

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Department of Management Science and Technology 3
New Technologies in Marketing 3

NEW TECHNOLOGIES IN MARKETING

COURSE OUTLINE

Responsible: Georgios Mastorakis

1. GENERAL			
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 if credits are awarded for separate components of the course	**WEEKLY TEACHING HOURS**	**CREDITS**
	4	6
Total	**4**	**6**

COURSE TYPE 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	
DELIVERY Face-to-face, Distance learning, etc.	REMOTELY AND SEVEAL FACE TO FACE MEETINGS
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY Use of ICT in teaching, laboratory education, communication with students	Data analytics tools

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

5. ATTACHED BIBLIOGRAPHY
Research papers.

HELLENIC MEDITERRANEAN UNIVERSITY

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