

COURSE OUTCOME

ΞΣΥ931 – MARKETING OF WOOD PRODUCTS

1. GENERAL

INSTITUTE	UNIVERSITY OF THESSALY		
SCHOOL	SCHOOL OF TECHNOLOGY		
DEPARTMENT	FORESTRY, WOOD SCIENCES AND DESIGN		
LEVEL	Undergraduate		
CODE	ΞΣΥ931	STUDENT SEMESTER	9 TH
COURSE TITLE	MARKETING OF WOOD PRODUCTS		
ACTIVITIES		WEEKLY HRS	ECTS
Lectures		2	
Exercises		1	
TOTAL		3	6
TYPE OF COURSE	Scientific field		
PREREQUISITES:	NO		
LANGUAGE OF TECHING AND EXAMINATION:	Greek		
COURSE OFFERED TO ERASMUS STUDENTS	NO		
COURSE WEBPAGE (URL)			

2. LEARNING OUTCOMES

Learning Outcomes
<p>The aim of the course is the understanding of the content of marketing specialized for wood and furniture enterprises, which knowledge, combined with those of the design and technology of these products, will give the students an integrated approach on issues such as how a market study is implemented, in order for the proper desired products by the target- market to be properly designed and effectively distributed to the market, satisfying both businesses and consumers.</p> <p>After the successful completion of the course the students will be able to:</p> <ul style="list-style-type: none"> • Apply the contemporary principles of marketing for the effective operation of an enterprise. • Conduct a market study to identify the needs and wills of the consumers and to design the proper products that they will be able to be sold. • Present to business owners a documented proposal if a new design corresponds to the consumers demands. • Categorize a market and how to identify the target-market for the business that he is working for. • Identify the most suitable distribution channels of the products, for them to be delivered wherever and whenever they are asked by the customer. • Be able to choose the proper commercial project, the public relations, and the sales promotion techniques, for them to operate effectively for their enterprise. • Know how the brand of a company is established or how some products acquire a brand name. • Be able to identify the proposed sale price of the product (pricing).

- Design and implement effective marketing strategies
- Implement effective sales techniques for the products.
- Know the significance of communication both in a smooth business operation as well as in his personal life.
- Know the current situation in Greek wood and furniture market.

General Skills

- Search, analysis and composition of data and information with the use of required technologies
- Adjustment in new challenges
- Decision making
- Autonomous work
- Development of social, professional and moral responsibility.
- Implementation of criticism and self-criticism
- Promotion of independent creative and inductive thinking.

3. COURSE CONTENT

In the theoretical part of the course the student is taught for:

- Introduction to marketing. The role, basic functions and the environment of business marketing.
- New wood and furniture Products Development – Life Cycle of products.
- Market segmentation – identification of the target – market.
- Distribution channels and factors that affect them.
- Public relations, activities and results.
- Commercials of businesses and products – criteria for means selection.
- Promotion of sales and techniques of effective sales.
- Branding of enterprises and wood and furniture products.
- Pricing of wood and furniture products – pricing strategies and tactics, choices of proper pricing methods.
- Business marketing research (necessity, marketing research process, questionnaires).
- Design and implementation of marketing strategies in wood and furniture enterprises – examples - Case study.
- Communication.
- The Greek wood and furniture market.

The exercises of the course are developed for one (1) hour per week. The attendance of them by the students is mandatory at 50% at least. From the 1st course it is highlighted by the teaching staff the significance of the attendance, but also for the theoretical part, while motivations are offered to achieve the continuous participation of students.

Basically, the exercise constitutes a continuation of the theoretical part, where practical exercises are solved which have practical implications in the field while case studies of successful businesses in the wood and furniture enterprises. The aim of the exercises is to maximize for the students the knowledge that they acquired from the theoretical part, using practical implications and development of constructive dialogue, solving of questions and considerations, as well as the acquisition of tangible knowledge and implementation of the basic principles of the marketing field into practice.

From the 1st week of classes, it is given by the teaching staff either a list of possible topics for assignments related to the content of the course, and it is asked by the students to choose a topic for conducting their assignment, or a list of enterprises from which the students choose to conduct a case study.

The relative directions are given, while rich course material and instructions are uploaded to e-class platform.

The final assignment of the course includes besides the writing of the assignment a public oral presentation also, in a given date (usually during the 12th week of classes). The oral presentation lasts 10' and followed by 5' of questions from the present students. The teaching staff interferes – if needed – for comments, remarks, corrections. The grade of the assignment is countable up to 20% in the final grade of the course (the rest percentage is defined by the final exams in the theoretical part of the course).

4. TEACHING AND LEARNING METHODS - EVALUATION

DELIVERY METHOD	In classroom	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES	<ul style="list-style-type: none"> • Use of PC, slides ppt, projector • Support of teaching process through the e-class platform • Interactive whiteboard • Eight (8) PC's in the Laboratory for practical use of students in questionnaire analysis software. 	
MANAGEMENT OF TEACHING	Activity	Semester Workload
	Lectures	26
	Exercises focusing to the implementation of methodologies and case studies analysis in smaller groups of students	13
	Personal assignment in case study of a wood - furniture enterprise and marketing strategies	20
	Educational excursion / short personal assignments	20
	Autotelic study	71
	Course total (25 hours of workload per credit unit)	150
STUDENT EVALUATION	<p>I. Written exams (80%) including:</p> <ul style="list-style-type: none"> - Questions of short answers from the whole material of the book - Solving of exercises related to the field of the course (e.g. pricing, sales, life cycle analysis, commercials) <p>II. Presentation of assignments (20%)</p>	

5. RECOMMENDED BIBLIOGRAPHY

-Recommended bibliography :

- Papadopoulos, I. (2010). Marketing of wooden product. Stamoulis Publications, Athens, pages 600, ISBN 978-960-351-848-8

- Kotler, P. and Keller, K.L. (2006). Marketing - management, 12th edition - kleidarithmos publications, Athens.
- Armstrong, G. and Kotler, P. (2009). An introduction to marketing. Epikentro publication, Athens.
- Siomkos, G. (2004). Strategic marketing. Second edition. Stamoulis publications, Athens.
- Tsaklaganos, A. (2000). Basic principles of marketing, Volumes A & B. Kyriakidis bros publications, Thessaloniki.
- Paschaloudis D. (2009). Marketing. Kritiki publications, Athens
- Tomaras, P. (2009). Introduction to marketing and to market research. Tomaras publications, Athens.
- Mantzaris, I. (2003). Dynamic marketing of products and services. Giourdas publication, Athens.
- Panigirakis, G. and Siomkos, G. (2005). Marketing case studies. Stamoulis publication, Athens.
- Panigirakis, G. and Zairis, A., (2006). The art of sales. Kritiki publications, Athens.
- Jobber, D. and Lancaster G. (2005). Organization and management of sales. Kleidarithmos publications, Athens.

-Related scientific journals:

- Journal of Marketing Research
- European Journal of Marketing
- Journal of Marketing
- Journal of marketing communication
- Journal of marketing research & case studies
- Journal of management and marketing research
- EuroMed Journal of Business
- International Journal of Online Marketing
- International Journal of Technology Marketing
- International Marketing Review
- Journal of Customer Behaviour
- Journal of Research in Marketing and Entrepreneurship
- The Marketing Review
- Transnational Marketing Journal
- <http://www.epistimonikomarketing.gr/>