

COURSE OUTLINE
MARKETING OF BIOPRODUCTS

(1) GENERAL

SCHOOL	TECHNOLOGY		
DEPARTMENT	FORESTRY, WOOD SCIENCES & DESIGN		
LEVEL	POSTGRADUATE		
COURSE CODE	MB130	SEMESTER	2 nd
COURSE TITLE	MARKETING OF BIOPRODUCTS		
ACTIVITIES		WEEKLY HOURS	ECTS
	Lectures	2	6
	TOTAL	2	6
TYPE OF COURSE	ELECTIVE		
PREREQUISITES	NO		
LANGUAGE OF TEACHING AND EXAMINATION	GREEK		
THE COURSE IS OFFERED TO ERASMUS STUDENTS	NO		
WEBPAGE COURSE (URL)			

(2) LEARNING OUTCOMES

Learning Outcomes
<p>The purpose of the course is to understand the contents of marketing specialized for bioproducts, the knowledge of which combined with that of the new philosophy and technology of these products, to give postgraduate students a comprehensive understanding: how to conduct a market research, how to design the bioproducts desired by the target market, how to define the appropriate strategies, how to draw up an integrated marketing plan and how to market the products effectively, satisfying both the business and the consumers in the context of the bioeconomy.</p> <p>Upon successful completion of the course the student will be able to:</p> <ul style="list-style-type: none"> • It applies modern marketing principles to the efficient operation of a bio-products production business. • Conducts market research to identify consumer needs and wants and design appropriate bio-products to be marketed. • It creates the right conditions for the successful development of a new biological product and minimizes the chances of its failure. • Segments the market for new products and identifies the target market. • Identifies and effectively manages the most suitable distribution channels for bioproducts (logistics), and the company's stocks, so that the products are available wherever and whenever the customer requests them. • Selects and applies modern techniques for the effective and intelligent promotion of the business. • Realizes what are the new strategies to attract more leads and increase a company's online sales. • Builds good online relationships before the new organic products are sold, and reduces the time of the customer's purchasing process. • Creates a brand name business or tries to get some bio products a brand name. • Builds the corporate culture, image and identity and implements "good" principles and values in the company. • Determines the proposed selling price of bioproducts (pricing). • Plans and implements effective marketing strategies. • Creates an effective marketing plan

General Skills**(3) COURSE CONTENT**

The course content is as follows:

- Function and objective of modern marketing for bioproducts
- Conduct market research of bio-products businesses (necessity, market research process, questionnaires)
- Development of new bioproducts - Their life cycle
- Market segmentation - Identifying the target market
- Distribution channels and factors affecting them
- Integrated strategic communication
- Business branding development, corporate image and culture, principles and values
- Pricing of bioproducts
- Design and implementation of business marketing strategies
- Develop an effective marketing plan.

Every one or two weeks assignments are given to practice topics related to the subject of the course, while the final (6th assignment) should be undertaken and prepared by the student (individually) until the end of the semester of the MSc.

The relevant directions are given, while rich material and instructions are posted on the E-class.

The final assignment includes, in addition to paper and electronic submission, a public oral presentation on the chosen topic, on a set date (usually the 12th or 13th week of classes). The presentation lasts 15 minutes and is followed by 5 minutes of questions from the students present. The teacher intervenes - if necessary - for comments, observations, corrections.

Students are graded on the overall performance of their final paper: 70% on content and editorial specifications and 30% on preparation of the online presentation and oral support thereof.

These grades count for a total of 40% of the overall grade that students will receive after the final written theory exam.

(4) TEACHING AND LEARNING METHODS - EVALUATION

DELIVERY COURSE METHOD	In class and remotely	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES	<ul style="list-style-type: none"> • Use of PCs, ppt slides, projector • Eight (8) PCs in the Laboratory to exercise students in a questionnaire processing program • Learning process support through the e-class electronic platform 	
MANAGEMENT OF TEACHING	Activity	Semester Workload
	Lectures	26
	Small individual practice tasks	20
	Six (6) individual assignments related to the subject of the course	60
	Independent Study	44

	Course Total (25 workload hours per credit unit)	150
STUDENT EVALUATION	<p>I. Written final exam (60%) including:</p> <ul style="list-style-type: none"> • Short answer questions from all the material in the book. • Solving exercises related to the subject of the course (e.g. pricing, advertising, sales, product life cycle). <p>II. Successful delivery of six (6) assignments and presentation of the individual final (6th) assignment (40%).</p>	

(5) RECOMMENDED-BIBLIOGRAPHY

- Suggested Bibliography:

- Armstrong G. and P. Kotler. 2009. Εισαγωγή στο Μάρκετινγκ. Εκδόσεις Επίκεντρο, Αθήνα.
- Kahn K.B. 2004. The PDMA Handbook of New Product Development, 2nd Edition, London: John Wiley & Sons.
- Kotler P. and Keller K.L. 2006. Μάρκετινγκ Μάνατζμεντ, 12η έκδοση – Εκδόσεις Κλειδάριθμος. Αθήνα.
- Merle C.C. and C.A. Di Benedetto. 2008. New Product Management, 8th Edition, McGraw Hill-Irwin.
- Trott P. 2012. Innovation Management and New Product Development, 5th Edition, London: Financial Times Prentice Hall
- Αυλωνίτης Γ. και Π. Παπασταθοπούλου. Marketing Plans: Πώς να Σχεδιάζετε Αποτελεσματικά Προγράμματα Μάρκετινγκ, Εκδόσεις Σταμούλη, Αθήνα.
- Πανηγυράκη Γ. και Γ. Σιώμκος, 2005. Μελέτες Περιπτώσεων Μάρκετινγκ. Εκδόσεις Σταμούλη, Αθήνα.
- Σιώμκος Γ. 2004. Στρατηγικό Μάρκετινγκ. Β' Έκδοση Εκδόσεις Σταμούλη, Αθήνα
- Σιώμκος Γ. και Α. Βασιλικπούλου. 2005. Εφαρμογή Μεθόδων Ανάλυσης στην Έρευνα Αγοράς, Εκδόσεις Σταμούλη, Αθήνα

--Related Scientific Journals:

- Journal of Product & Brand Management (incorporating Pricing Strategy and Practice)
- Qualitative Market Research: an International Journal
- Journal of Product & Brand Management (incorporating Pricing Strategy and Practice)
- Brandweek
- Journal of Communication Management
- Journal of Marketing Communications
- Direct Marketing: an International Journal (now Journal of Research in Interactive Marketing)
- Journal of Direct Marketing (now Journal of Interactive Marketing)
- International Marketing Review
- Journal of Global Marketing (incorporates Journal of Euromarketing)
- Journal of International Marketing
- Industrial Marketing Management
- Marketing Research
- Journal of International Consumer Marketing