

Module Layout ΔΤΠ523/ Strategy and Marketing

Faculty	ΣΟΕΔ	Faculty of Economics and Management	
Programme of Study	ΔΤΠ	Management, Technology and Quality	
Module	ΔΤΠ523	Strategy and Marketing	
Level of Study	Undergraduate		Graduate
		Master	Doctoral
		√	
Language of Instruction	Greek		
Mode of Delivery	Distance		
Module Type	Required		Electives
		√	
Number of Group Consulting Meetings	Total	Physical Presence	Online
	5	-	5
Number of Assignments	2		
Final Grade Calculation	Assignments	Weekly Activities	Final Exam
	30 %	10 %	60 %
Number of European Credit Transfer System (ECTS)	10		

Module Description

Module ΔΤΠ523 «Strategy and Marketing», provides students with an analytical framework that embodies various strategy techniques and tools which are needed for the analysis of a public or private organization and the development of a competitive strategy.

As regards marketing, this module introduces students to the concepts, analysis and activities which make up marketing management and helps them improve their analytical skills for evaluating and facing marketing problems.

Pre-requisite Modules

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Co-requisite Modules

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Grading Scheme

Assessment Method	Percentage on Final Grade	Workload	
		Hours	ECTS
Study Week (13 weeks * ~12 hours of study) (2 weeks * ~18 hours of study)	0 %	~180 - ~210	7
Weekly Interactive Activities	10 %	~25 - ~30	1
Assignment 1	15 %	~25 - ~30	1
Assignment 2	15 %	~25 - ~30	1
Final/Repeat Examination	60 %	3	-
Total	100%	~250 - ~300	10

Grading Rules and Assessment methods

- Students are evaluated with 9, if they earn 90% of the possible grade, i.e. $90\% \times 10 = 9$, etc.
- Passing rate
 - 50% of the Assignments
 - 50% of the Interactive Activities
 - Students are allowed to participate in the final exam of a Module if they have overall earned the minimum grade ($\geq 50\%$) in both their Assignments and Interactive Activities
 - 50% of the Final exam

If a student earns a grade with decimal points, then it is rounded to the nearest half unit.