

COURSE OUTLINE

1. GENERAL

SCHOOL	School of Applied Economics and Social Sciences		
ACADEMIC UNIT	Department of Agricultural Economics and Rural Development-MBA Food & Agribusiness		
LEVEL OF STUDIES	Postgraduate Studies		
COURSE CODE	410107	SEMESTER	2 nd
COURSE TITLE	Behavioral Marketing		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>	WEEKLY TEACHING HOURS	CREDITS	
	3	4	
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	Specialized		
PREREQUISITE COURSES:	Agricultural and Food Products Marketing		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No		
COURSE WEBSITE (URL)	http://mba.aua.gr/en/category/education/courses/		

2. LEARNING OUTCOMES

<p>Learning outcomes The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.</p> <p>Consult Appendix A</p> <ul style="list-style-type: none"> • Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area • Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B • Guidelines for writing Learning Outcomes 			
<p>The course is an introduction to the basic behavioral biases, as well as the ways they can contribute to the design of increased added value products and the improvement of the marketing strategy. In particular, the course material aims to introduce students to the basic concepts of behavioral pricing of food and agricultural products, to basic marketing strategies of agricultural businesses that include futures markets, pricing strategies of agricultural businesses as well as the basic principles of neuromarketing.</p> <p>Upon successful completion of the course, the student will be able to:</p> <ul style="list-style-type: none"> • Understand the critical characteristics that differentiate behavioral marketing • Use the basic tools for dealing with and analyzing issues related to behavioral pricing • Distinguish the different pricing strategies used by agricultural and food businesses in their pricing strategies • Use marketing and neuromarketing tools to answer problems that belong to the knowledge field for the level of the course • Use concepts related to option architecture (option overloading, defaults, friction, sharpness) in marketing strategy • Analyze the process of price and product perception (fairness, middle choice, anchoring, power of free and distraction) and their application in marketing 			
<p>General Competences Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;"> <p>Search for, analysis and synthesis of data and information, with the use of the necessary technology</p> <p>Adapting to new situations</p> <p>Decision-making</p> <p>Working independently</p> </td> <td style="width: 50%; border: none;"> <p>Project planning and management</p> <p>Respect for difference and multiculturalism</p> <p>Respect for the natural environment</p> <p>Showing social, professional and ethical responsibility and sensitivity to gender issues</p> </td> </tr> </table>		<p>Search for, analysis and synthesis of data and information, with the use of the necessary technology</p> <p>Adapting to new situations</p> <p>Decision-making</p> <p>Working independently</p>	<p>Project planning and management</p> <p>Respect for difference and multiculturalism</p> <p>Respect for the natural environment</p> <p>Showing social, professional and ethical responsibility and sensitivity to gender issues</p>
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<i>Team work</i> <i>Working in an international environment</i> <i>Working in an interdisciplinary environment</i> <i>Production of new research ideas</i>	<i>Criticism and self-criticism</i> <i>Production of free, creative and inductive thinking</i> <i>Others...</i>
<ul style="list-style-type: none"> • Independent Work • Decision making • Exercise criticism and self-criticism • Promotion of free, creative and inductive thinking 	

3. SYLLABUS

<ul style="list-style-type: none"> • Pricing of food and agricultural products • Pricing strategies • Neuromarketing • Introduction to behavioral economics • Analysis of the decision-making framework - determinants of decisions • Choice architecture (choice overload, defaults, friction, salience) • Price and product perception (fairness, middle option, anchoring, power of free and decoy effects)

4. TEACHING and LEARNING METHODS - EVALUATION

DELIVERY		
<i>Face-to-face, Distance learning, etc.</i>		
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY		
<i>Use of ICT in teaching, laboratory education, communication with students</i>		
TEACHING METHODS	Activity	Semester workload
<i>The manner and methods of teaching are described in detail.</i> <i>Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.</i> <i>The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS</i>	Lectures	36
	Self-study	64
	Course total	100
STUDENT PERFORMANCE EVALUATION		
<i>Description of the evaluation procedure</i>		
<i>Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other</i> <i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i>	Written final exam (100%) including: <ul style="list-style-type: none"> • Multiple choice questions • Solving problems related to quantitative data • Open-ended questions 	

5. ATTACHED BIBLIOGRAPHY

<p>- <i>Suggested bibliography:</i></p> <p>Kotler, Armstrong, Agnihotri (2017) Principles of Marketing.</p> <p>Kotler and Keller (2016) Marketing Management.</p> <p>Ramsay (2015) Introduction to Neuromarketing and Consumer neuroscience.</p> <p>- <i>Related academic journals:</i></p> <p>Journal of Neuroscience, Psychology, and Economics</p> <p>Journal of Consumer Behavior</p> <p>European Journal of Marketing</p> <p>Journal of Marketing</p> <p>Journal of Marketing Research</p> <p>International Journal of Research in Marketing</p>

Journal of the Academy of Marketing Science
Journal of Consumer Psychology
Journal of Consumer Research
Journal of Marketing Research
Management Science
Marketing Theory
Marketing Science
International Marketing Review
Quantitative Marketing and Economics