

COURSE ID SHEET



Course No.	5286	NTUA			
Semester:	8,10	Core		Elective	
					Specialization
					X

Title:	COMPETITION ANALYSIS AND MARKET RESEARCH
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Aim:	Market research and competition analysis are an integral part of the necessary business administrative and financial knowledge of modern engineers. The design and development of successful and user-friendly products (goods and services), functional production units and viable business ventures require a good knowledge of the needs and requirements of users, characteristics, structure and trends of the respective market and procurement procedures for the necessary inputs. Finally, the professional employment of engineers in fields and activities such as Marketing, Technical Sales, Supplies, Technology and Innovation Management, Plant Design and Project Management, require knowledge and techniques related to research and market analysis.
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Content:	The course examines the different theoretical and conceptual approaches of the market, the structure, the different types and the classification of markets (consumer, industrial, etc.), the framework of competition analysis through Porter's Five Forces model, the regulation of a market and the markets for technology. More specifically during the course we examine the function of the market, sales and supplies techniques within a firm, while students become familiar with tools and methods for market research and marketing such as prediction of demand, the marketing mix components (Product, Price, Promotion, Place), market segmentation and product placement in the market, product Lifecycle, market research (quantitative and qualitative methods, the internet role and Big Data), determining of product cost and pricing process, new product design and management of innovation, marketing metrics and key evaluation measures, as well as marketing strategy formulation and the use of techniques "marketing by matrix". Students (working in teams) apply the concepts and techniques taught during the course by preparing an integrated marketing plan.
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Hours per semester:	LECTURES	34	EXERCISES	-	LABORATORY	41	HOME-WORK	100	TOTAL HOURS: 175
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Student performance/evaluation:	The final grade constitutes 40% from the Marketing Plan project (regular participation in project preparation, drafting of final text and oral presentation), 10% from the rest of the participation in the educational process and 50% from the final written examination (FE). The Final Grade results as follows: Final Grade = 0.5 x (FE) + 0.4 x (PROJ) + 0.1 x (EP)
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