

COURSE DESCRIPTION

Course Title	MARKETING FOR MARITIME AND PORT OPERATIONS				
Course Code	ATMP301				
Course Type	Elective				
Level	BSc (Level 3)				
Year / Semester	3 / Fall or Spring				
Teacher's Name	Dr Evi Plomaritou				
ECTS	6	Lectures / week	6	Laboratories/week	
Course Purpose	<p>The aim of the course is to familiarise the student with the strategies and policies of shipping marketing business. Initially, the concept of shipping marketing is presented, as well as the meaning of customer orientation. Then, the process of marketing implementation in shipping is described analytically in this course. The stages of diagnosis, planning, organisation, implementation and control are included in this analysis. Furthermore, a detailed presentation of the shipping marketing strategies, marketing policies and marketing philosophies is included at this course.</p>				
Learning Outcomes	<p>By the end of the course, the students should be able to:</p> <ul style="list-style-type: none"> • Analyse the marketing systems and practices of shipping companies. • Discuss in detail the varying marketing policies and strategies of shipping companies in bulk and liner markets. • Critically examine the marketing strategies of leading shipping companies in the world. • Interpret the content of shipping marketing plans. 				
Prerequisites	NONE		Co-requisites	None	
Course Content	<ul style="list-style-type: none"> • Concepts and definitions of Shipping Marketing in merchant shipping (bulk and liner shipping industries) • Stages of marketing implementation in shipping <ul style="list-style-type: none"> ○ Stage of Diagnosis ○ Stage of Planning ○ Stage of Organisation ○ Stage of Implementation ○ Stage of Control • Shipping Marketing Policies 				

	<ul style="list-style-type: none"> • Shipping Marketing Philosophies • Shipping Marketing Culture & Business Ethics • Marketing information system. • Shipping Marketing Plans • Shipping Marketing Mix (8Ps) of shipping companies. • Marketing strategies of the leading tanker shipping companies. • Marketing strategies of the leading liner shipping companies. • Shipping Marketing as a tool for the improvement of chartering policy. • Port and Terminals marketing and management.
Teaching Methodology	Lectures, power point presentations, discussions, debates, in-class case studies, assignments, role- playing scenarios, real life cases of disputes etc.
Bibliography	<p><u>Textbook:</u></p> <ul style="list-style-type: none"> • Plomaritou, E., 2008. <i>Marketing of Shipping Companies as a Tool for Improvement of Chartering Policy</i>. Recommended by the Institute of Chartered Shipbrokers. Athens: Stamoulis Publications. <p><u>References:</u></p> <ul style="list-style-type: none"> • Plomaritou, E., Patsiouras, C., 2020. Marketing Information System: A Success Factor of Shipping Business in Cyprus. <i>Journal of Economics, Management and Trade</i>. 26(10): 86-99, 2020, DOI: 10.9734/JEMT/2020/v26i1030301. • Plomaritou, E., Goulielmos, A., 2014. The Shipping Marketing Strategies within the Framework of Complexity Theory. <i>British Journal of Economics, Management & Trade</i>. 4(7): 1128-1142, 2014; DOI.org/10.9734/BJEMT/2014/9220. • Plomaritou, E., 2014. Effective Management Strategies of Shipping Companies. <i>Workshop in Management of Shipping Companies, Abu Dhabi, UAE</i>, 13-17/07/2014. • Plomaritou, E., 2014. Effective Marketing Strategies of Shipping Companies: How to Become the First Choice of your Client/Charterer. <i>Workshop in Marketing of Shipping Companies, Abu Dhabi, UAE</i>, 06-10/07/2014. • Plomaritou, E., Giziakis, K., Plomaritou, V., 2011. Shipping Marketing & Customer Orientation: The Psychology & Buying Behaviour of Charterer & Shipper in Tramp & Liner Market. <i>MANAGEMENT - Journal of Contemporary Management Issues</i>, 16(1): 57-89, 2011. • Plomaritou, E., Goulielmos, A., 2009. A Review of Marketing in Tramp Shipping. <i>International Journal of Shipping and Transport Logistics</i>, 1(2): 119-155, 2009; DOI: 10.1504/IJSTL.2009.024492. • Plomaritou, E., 2008. The Marketing Information System of the Greek Shipping Company. <i>Spoudai Journal of Economics and Business</i>, the official scientific journal of University of Piraeus, 58(3-4): 184-211, 2008. • Plomaritou, E., 2008. A Proposed Application of the Marketing Mix

	Concept to Tramp and Liner Shipping Companies. MANAGEMENT - Journal of Contemporary Management Issues, 13 (1): 59-71, 2008; https://hrcak.srce.hr/25502 .
Assessment	Class Attendance & Participation, Assignments and Mid Term Exams: 40% Final Exam: 60%
Language	English