

MODULE DESCRIPTION

General

School	Geotechnical Sciences
Department	Forest and Natural Environment Sciences

Module Information

Title	Forest Products Marketing
Course Code	OPT. 11
Level of Studies	Undergraduate
Teaching Period	Spring
Attendance Type	Elective
Prerequisites	-

Orientation	Weekly Hours		Year	Semester	ECTS
	Lectures	Laboratory work			
Natural Resource Management, Protection & Climate Change	2	1	3 ^o	6 ^o	3

Faculty Instructor

Professor Vassiliki Kazana

Type of Module

- General Foundation
- Specific Foundation / Core
- Knowledge Deepening / Consolidation

Mode of Delivery

- Face to face
- Distance learning

Digital Module availability

- E-Study Guide
- Departments Website
- E-Learning

Language

	Teaching	Examination
Greek	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
English	<input type="checkbox"/>	<input type="checkbox"/>

Erasmus

- The course is offered to exchange programme students

Learning Outcomes

Upon successful completion of the course students are expected to:

- understand the basic concepts and principles of marketing, as well as its importance for the development of entrepreneurship in the forestry sector
- become familiar with the functions of marketing
- be able to evaluate strategies and a mix of forest product marketing
- acquire the appropriate theoretical and practical knowledge for drawing up a forest product marketing plan

List of General Competences

- Apply knowledge in practice
- Work autonomously
- Work in teams
- Work in an international context
- Work in an interdisciplinary team
- Respect natural environment
- Advance free, creative and causative thinking

Module Content (Syllabus)

Introductory concepts and content of forest products marketing. Forest products market analysis of the primary and secondary sectors. Strategic marketing planning of forest products, certification, marketing information systems and market research. Consumer behavior. Product mix, promotion mix, pricing strategy. Marketing strategies over the lifecycle of forest products. International marketing of forest products.

Keywords

Forest products strategic marketing, forest products market research, marketing mix, consumer behavior, international marketing of forest products

Educational Material Types

- Book
- Notes
- Slide presentations
- Video lectures
- Multimedia
- Interactive exercises
- Other:

Use of Information and Communication Technologies

- Use of ICT in Course Teaching
- Use of ICT in Laboratory Teaching
- Use of ICT in Communication with Students
- Use of ICT in Student Assessment

Module Organization

Please fill in the workload of each course activity

Course Activity	Workload (hours)
Lectures	26
Laboratory work	
Field Trip/Short Individual Assignments	20
Independent Study	29
Total	75

* 1 ECTS unit corresponds to 25 hours of workload

Student Assessment Methods

- Written Exam with Multiple Choice Questions
- Written Exam with Short Answer Questions
- Written Exam with Extended Answer Questions
- Written Assignment
- Report
- Oral Exams
- Laboratory Assignment

Suggested Bibliography (Eudoxus and additional bibliography)

1. Sinclair, S.A. (1992). Forest products marketing, N.York, McGraw Hill.
2. Mantau, V., Merlo, M., Sekot, W. and Welcker, B. (2001). Recreational and environmental markets for forest enterprises: a new approach towards marketability of public goods. Wallingford: CABI.
3. Hansen, E. and Juslin, H. (2005) Marketing of forest products in a changing world. New Zealand Journal of Forest Science 35(2/3): 190-204.
4. Supin, M., Kaputa, V. and Matova, H. (2005). International Forest Product marketing. Technical University in Zvolen.
5. Mantau, U., Sual, U. and Mayr, M. (2016). Marketing insights for Wild Forest Products and Forest Services. INFRO, 173p.