Tárgytematika / Course Description
Marketing

KGLB_MMTA007

Tárgyfelelős neve /
Teacher's name: dr. Gombos Szandra

Félév / Semester: 2024/25/1

Beszámolási forma /
Assesment: Vizsga

Tárgy heti óraszáma /
Teaching hours(week): 0/0/0

Tárgy féléves óraszáma /
Teaching hours(sem.): 18/0/0

OKTATÁS CÉLJA / AIM OF THE COURSE

Course description:

This course introduces students to fundamentals of marketing. It helps students to better understand the marketing processes, the essentials of marketing management and the changes, major trends and forces in the world that affect marketing in this digital age.

Aims, objectives of the course:

After the course students will be able to take part in corporate marketing processes and marketing management. Furthermore they will be able to express their opinion about the issues and challenges in marketing management. The main objective of the course is to make them better understand the role and importance of marketing in corporate life.

TANTÁRGY TARTALMA / DESCRIPTION

Topics:

Introduction, Basics of Marketing

Marketing Environment

Marketing Research

Consumer and Business Buyer Behaviour

Segmentation, Targeting, Differentation, Positioning

Products, Services and Brands

Pricing

Marketing channels

Integrated Marketing Communication Strategy

Advertising and Public Relations

Personal Selling and Sales Promotion

Direct, Online, Social Media and Mobile Marketing

Creating Competitive Advantage

Sustainable Marketing

SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESMENT'S METHOD

Requirements and assessment of the course:

Requirements

Endterm test/Oral exam **OR** Project video   100%

Assessment/Grading:

0-50%   insufficient (1)

51-65%   sufficient (2)

66-80%	adequate/satisfactory (3)
81-90%	good (4)
91-100%	excellent (5)

KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL

Compulsory reading/materials

Compulsory reading:

Philip Kotler, Gary Armstrong: Priciples of Marketing. Pearson. Global 17th edition, 2018.

AJÁNLOTT IRODALOM / RECOMMENDED MATERIAL