

Tárgytematika / Course Description

Marketing

KGNB_MMTA007

Tárgyfelelős neve /

Teacher's name: dr. Józsa László

Félév / Semester: 2021/22/1

Beszámolási forma /

Assesment: Vizsga

Tárgy heti óraszám /

Teaching hours(week): 2/2/0

Tárgy féléves óraszám /

Teaching hours(sem.): 0/0/0

OKTATÁS CÉLJA / AIM OF THE COURSE

1. 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.

2. 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

Week 1: Introduction, Basics of Marketing

Week 2: Marketing Environment

Week 3: Marketing Research

Week 4: Consumer and Business Buyer Behaviour

Week 5: Segmentation, Targeting, Differentiation, Positioning

Week 6: Products, Services and Brands

Week 7: Pricing

Week 8: Marketing channels

Week 9: Integrated Marketing Communication Strategy

Week 10: Advertising and Public Relations

Week 11: Personal Selling and Sales Promotion

Week 12: Direct, Online, Social Media and Mobile Marketing

Week 13: Creating Competitive Advantage

Week 14: Sustainable Marketing

SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESSMENT'S METHOD

Requirements and assessment of the course:

Minimal requirements of the course: attendance of the seminars (in case of digital or online teaching it is not a requirement), participate in seminar (group) work

Assessment

| | |
|-----------------------------------|-----|
| Seminar assignments | 40% |
| Midterm/endterm test or oral exam | 60% |

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: Principles of Marketing. Pearson. Global 17th edition, 2018.