Tárgytematika / Course Description

Marketing Information, Decision-Supporting and Controlling System

KGNM_MMTA029

Tárgyfelelős neve / Teacher's name: dr. Józsa László

Félév / Semester: 2022/23/2

Beszámolási forma / Assesment: Vizsga

Tárgy heti óraszáma / Teaching hours(week): 0/2/0

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

OKTATÁS CÉLJA / AIM OF THE COURSE

1. Course description:

Aim of the course:

- Introduction of indicators that controll marketing operation of organisations and their interrelations
- Gain the knowledge of designing and setting up marketing decision-supporting and controlling systems

During the course students:

- Learn the main marketing indicators,
- Get to know the marketing decision-supporting and controlling systems and their practical implications,
- Be able to interpret factors that are essential for indicators in practice, realize the necessity of application, advantages and disadvantages and due to that improve the operation and effectiveness of the organisation.

TANTÁRGY TARTALMA / DESCRIPTION

week 1	Introduction
week 2	Relation between heart, mind and market
week 3	Price margin and profit I.
week 4	Price margin and profit II.
week 5	Product- and protfolio management
week 6	Consumer profitability
week 7	Selling and channel management I.
week 8	Selling and channel management II.
week 9	Pricing strategic indicators
week 10	Effectiveness of promotion
week 11	Advertising- and web indicators I.

week 12	Advertising- and web indicators II.
week 13	Marketing and finance
week 14	Screening of marketing indicators

SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESMENT'S METHOD

Minimal requirements of the course: attendace of seminars

Exam, tests

Assignments and midterm test 40 %
Written exam60 % (min. 31 %)

Assessment, grading

0 - 50 %	insufficient
51 - 65 %	sufficient
66 - 80 %	adequate/satisfactory
81 - 90 %	good
91 - 100 %	excellent

KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL

Compulsory reading:

Farris, P. W.- Bendle, N.T.- Pfeifer, P. E.- Reibstein, D. J.: Marketing metrics, Pearson Publishing 2006