

## Tárgytematika / Course Description

### Marketing Strategy

KGNM\_MMTA077

Tárgyfelelős neve /

Teacher's name: dr. Józsa László

Félév / Semester: 2019/20/2

Beszámolási forma /

Assesment: Vizsga

Tárgy heti óraszám /

Teaching hours(week): 2/2/0

Tárgy féléves óraszám /

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

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### OKTATÁS CÉLJA / AIM OF THE COURSE

## 1. Course description:

Embeddedness of the subject into the program:

The marketing planning plays a determining role in the life of the enterprises. Bearing its methodological structure supports the students to solve strategic planning and implementation.

Professional background:

With the help of the framework of the marketing strategy planning, the implementation techniques of different methodologies the students will be able to develop independent solutions.

## 2. Aims, objectives and description of the course:

After this course students will be able to take part in the decision making process of corporate marketing strategy and express their opinion about the issues and challenges inherent in current market situation. The main goal of the course is to make them understand the importance of strategic planning and marketing strategies in competitive environment.

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### TANTÁRGY TARTALMA / DESCRIPTION

week 1 Strategic planning and marketing, strategic thinking

week 2 Analysis of external environment: STEEP

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- week 3 Forecasting external changes
  - week 4 Elements of competitive environment, strategic groups
  - week 5 Identifying competitors: benchmarking techniques
  - week 6 Analysis of internal environment: SWOT
  - week 7 Portfolio analyses
  - week 8 Recognizing consumer needs
  - week 9 Market segmentation: STP
  - week 10 Corporate strategies, product policy
  - week 11 Price policies
  - week 12 Place policies
  - week 13 Market influencing
  - week 14 Implementation and controlling
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## **SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESSMENT'S METHOD**

### **Assignments:**

Minimal requirements of the course: assignments, short presentation, presence on seminars (to be absent is acceptable maximum 2 times)

### **Exam, tests**

|             |      |
|-------------|------|
| Assignments | 40 % |
| Exam        | 60 % |

### **Assessment, grading**

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

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## **KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL**

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# **Bibliography:**

## **Compulsory readings:**

Józsa László (2005) Marketingstratégia. Akadémiai Kiadó, Budapest

## **Recommended reading:**

Keller, Kevin (2011) Strategic Brand Management: Global Edition 4th Edition Pearson Ed.

Ward, Russel (2013) High Performance Sales Strategies. Powerful ways to win new business. Pearson Ed.

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