

Tárgytematika / Course Description

Marketing Strategy

KGNM_MMTA077

Tárgyfelelős neve /

Teacher's name: dr. Józsa László

Félév / Semester: 2020/21/1

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:

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.

TANTÁRGY TARTALMA / DESCRIPTION

week 1	Strategic planning and marketing, strategic thinking
week 2	Analysis of external environment: STEEP

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

SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESMENT'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

Bibliography:

Compulsory readings:

Józsa László (2005) Marketingstrategy. 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.