

Tárgytematika / Course Description **Making Complex Marketing Plans**

KGNM_MMTA081

Tárgyfelelős neve /

Teacher's name: dr. Dernóczi-Polyák Adrienn

Félév / Semester: 2023/24/2

Beszámolási forma /

Assesment: Vizsga

Tárgy heti óraszám /

Teaching hours(week): 0/2/0

Tárgy féléves óraszám /

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

OKTATÁS CÉLJA / AIM OF THE COURSE

Aims of subject

- Knowing the process of marketing planning

- Acquirement of marketing planning

During the semester the students

- will come to know the significance and process of marketing planning

- will be able to make a marketing plan which is good to solve the different problems of firms

TANTÁRGY TARTALMA / DESCRIPTION

Introduction

Prologue, the power and mystique of the Marketing Plan

Planning the development of a marketing plan

Scanning your environment

Establishing goals and objectives

Developing marketing strategy

Developing marketing tactics

Forecasting for your marketing plan

Calculating important financial ratios for your marketing plan

Presenting the marketing plan, implementation

SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESSMENT'S METHOD

Regular attendance and active taking part at the lessons, the minimum level of missing lessons is two occasions. In the end of the semester the students have to present the marketing plan in a given area. During the semester the activity of students and the solved tasks will be evaluated.

Making complex marketing plan: 55 points

Presenting complex plan: 15 points

Evaluation

0 - 50 % insufficient

51 - 65 % sufficient

66 - 80 % satisfactory

81 - 90 % good

91 - 100 % excellent

KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL

Cohen, W. A.: The Marketing Plan, Fifth Edition, John Wiley & Sons, Inc. 2006

Józsa, L.: Marketingstrategy, Akadémiai Kiadó 2004

AJÁNLOTT IRODALOM / RECOMMENDED MATERIAL