

**Tárgytematika / Course Description****Agromarketing I.****MENB\_AVTA045****Tárgyfelelős neve /****Teacher's name:** dr. Németh-Torkos Anett Szilvia**Félév / Semester:** 2022/23/1**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**

In the framework of the Agricultural Marketing I subject we discuss the marketing the agricultural marketing context's and the basic concepts of the market and their possible agricultural specialties. Within the framework of the subject, students get acquainted with the elements of the marketing mix, covering their agricultural characteristics and also study the development and implementation of the marketing strategy of agricultural enterprises.

**TANTÁRGY TARTALMA / DESCRIPTION**

1. hé t	Description of requirements system and topics
2. hé t	Introduction to agricultural marketing
3. hé t	Elements of marketing mix: product
4. hé t	Elements of marketing mix: price
5. hé t	Elements of marketing mix: sales channel
6. hé t	Elements of marketing mix: promotion
7. hé t	Market segmentation

8. hét	Consumer behavior
9. hét	Product development, innovation
10. hét	Marketing communication
11. hét	The process of market research
12. hét	Brand marketing
13. hét	Strategic planning and competition analysis
14. hét	Semester end-of-semester (Zh) and evaluation of semester work

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### SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESMENT'S METHOD

Oral exam

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### KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL

**Fehér I. – Horváth Á. (2018): Agricultural Product Marketing Gödöllő, ISBN 978-963-269-725-3**