

## Tárgytematika / Course Description

### Making Complex Marketing Plans

NGM\_SV120\_1

Tárgyfelelős neve /

Teacher's name: dr. Dernóczy-Polyák Adrienn

Félév / Semester: 2016/17/2

Beszámolási forma /

Assesment: Vizsga

Tárgy heti óraszám /

Teaching hours(week): 4/0/0

Tárgy féléves óraszám /

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

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### 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 different problems of firms
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### TANTÁRGY TARTALMA / DESCRIPTION

week topic

- 1st week Introduction
  - 2nd week Planning the development of a marketing plan
  - 3rd week The situational analysis
  - 4th week Scanning your environment
  - 5th week Establishing goals and objectives
  - 6th week Developing marketing strategies I.
  - 7th week Developing marketing strategies II.
  - 8th week Developing marketing tactics I.
  - 9th week Primary Internet Marketing Tactics
  - 10th week Forecasting for your marketing plan
  - 11th week Calculating important financial ratios for your marketing plan
  - 12th week Presenting the marketing plan
  - 13th week Implementing
  - 14th week Presenting the marketing plan
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### 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.

Students work during the semester: 30%

Making complex marketing plan: 55%

Presenting complex plan: 15%

Evaluation

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

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**KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL**

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

Józsa, L.: Marketingstrategy, Akadémiai Kiadó 2004