

Tárgytematika / Course Description

Making Complex Marketing Plans

NGM_SV120_1

Tárgyfelelős neve /

Teacher's name: dr. Dernóczy-Polyák Adrienn

Félév / Semester: 2017/18/1

Beszámolási forma /

Assesment: Vizsga

Tárgy heti óraszám /

Teaching hours(week): 4/0/0

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 different problems of firms

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

SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESMENT'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

KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL

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

Józsa, L.: Marketingstratégia, Akadémiai Kiadó 2004
