

## Tárgytematika / Course Description

### Making Complex Marketing Plans

KGNM\_MMTA081

**Tárgyfelelős neve /**

**Teacher's name:** dr. Dernóczy-Polyák Adrienn

**Félév / Semester:** 2017/18/2

**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, Part I.
Developing marketing strategy, Part II.
Developing marketing tactics
Forecasting for your marketing plan Part I.
Forecasting for your marketing plan Part II.
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

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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

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