

## Tárgytematika / Course Description Marketing

SAPL\_MMTA564

Tárgyfelelős neve /

Teacher's name: dr. Dernóczi-Polyák Adrienn

Félév / Semester: 2023/24/2

Beszámolási forma /

Assesment: Folyamatos számonkérés

Tárgy heti óraszám /

Teaching hours(week): 0/0/0

Tárgy féléves óraszám /

Teaching hours(sem.): 6/0/0

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### OKTATÁS CÉLJA / AIM OF THE COURSE

The aim of the module is to introduce students to the basics of marketing, placing it in the context of the life of a company. This is complemented by the application of marketing strategy, focusing on communication tools.

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### TANTÁRGY TARTALMA / DESCRIPTION

Module 1: Basics of Marketing

Module 2: Marketing strategy

Module 3: Marketing communication

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

Programme participants are not only passive participants in the face-to-face sessions, but also actively participate in the tasks given by the demonstrators and in the online consultation facilities.

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### KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL

Gary Armstrong, Philip Kotler: Marketing: An Introduction, 15th Edition, Person

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### AJÁNLOTT IRODALOM / RECOMMENDED MATERIAL

Philip Kotler, Kevin Lane Keller, Alexander Chernev: Marketing Management, 16th Edition, Pearson