



SUBJECT DATASHEET

MARKETING COMMUNICATION

BMEGT20ML43

I. SUBJECT DESCRIPTION

1. SUBJECT DATA

Subject name

MARKETING COMMUNICATION

ID (subject code)

BMEGT20ML43

Type of subject

contact lessons

Course types and lessons

<i>Type</i>	<i>Lessons</i>
Lecture	2
Practice	0
Laboratory	0

Type of assessment

exam

Number of credits

5

Subject Coordinator

<i>Name</i>	<i>Position</i>	<i>Contact details</i>
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Educational organisational unit for the subject

Department of Management and Business Economics

Subject website

<https://edu.gtk.bme.hu>

Language of the subject

magyar - HU

Curricular role of the subject, recommended number of terms

Programme: **Marketing MSc from 2017/18/Term 1**

Subject Role: **Compulsory**

Recommended semester: **2**

Programme: **Marketing MSc from 2019/20/Term 1**

Subject Role: **Compulsory**

Recommended semester: **2**

Direct prerequisites

Strong None

Weak None

Parallel None

Exclusion None

Validity of the Subject Description

Approved by the Faculty Education Committee of Faculty of Economic and Social Sciences (Valid from: 08.11.2021.)

2. OBJECTIVES AND LEARNING OUTCOMES

Objectives

The aim of the course is to present the traditional and new tools of marketing communication, the distinguishing features of each application, and the value-adding role of marketing communication. Students will get an overview of the development of marketing communication, the criteria of traditional and modern perceptions and applications.

Academic results

Knowledge

1. Know the specific research (knowledge acquisition and problem solving) methods, abstraction techniques of the field of marketing, the methods of elaboration of the practical aspects of the theoretical issues, the methods of planning, measuring and analysing the marketing subfields.
2. Know the resource-based theories of marketing strategy, the methods of analysis of strategic management, as well as the theoretical foundations and methods of analysis of other marketing sub-areas (such as sales management, marketing engineering, qualitative research, creative design).
3. Know the vocabulary of the field of marketing and the peculiarities of written and spoken language communication: most important forms, methods, and techniques in native language and in a foreign language.
4. Know the relationship between value-creating marketing processes and innovation.

Skills

1. Formulate independent new conclusions, original ideas and solutions, are able to apply demanding analysis and modeling methods, to develop strategies for solving complex problems, to make decisions, in a changing domestic and international environment, as well as in organizational culture.
2. Are able to perform a detailed analysis of the various ideas that make up the knowledge system of the field of marketing, and to formulate the comprehensive and special connections.
3. Are able to identify special professional problems with a multifaceted, interdisciplinary approach, as well as to explore and formulate the detailed theoretical and practical background needed to solve them.
4. Use the knowledge transfer techniques of the marketing field at a high level and processes the publication sources in Hungarian and foreign languages.
5. Develop an individual position based on one's own analysis and defend it in a debate and is able to develop strategies for solving complex problems, to plan the solution, to make decisions.
6. Have the ability to prepare independent analyzes and presentations for management bodies.

Attitude

1. Are critical of their own work and the work of their subordinates, is innovative and proactive in dealing with economic problems. Open and inclusive of new achievements in economics and practice.
2. Undertake the comprehensive and special relationships, the professional identities that make up the specific character, personal and community role of the marketing field.
3. Authentically convey the summary and detailed problems of his profession.
4. Strive to make decisions in strategic decision-making situations, as well as in unexpected life situations, which require a new, complex approach, taking full account of legislation and ethical norms.

Independence and responsibility

1. Independently select and apply the relevant problem-solving methods in areas important from the point of view of organizational policy, strategy and management, independently performs economic analysis, decision-making and consulting tasks.
2. Take responsibility for their own work, the organization they manage, their business, and their employees.
3. Independently represent the professional opinion of established marketing in known decision situations. They also take responsibility for their environmental and social impacts in new, complex decision-making situations.

Teaching methodology

Lectures, written and oral communication, use of IT tools and techniques, optional independent and group work, work organization techniques.

Materials supporting learning

- Kovács I.: Marketingkommunikáció, oktatási segédanyag, 2019
- További letölthető oktatási segédletek

II. SUBJECT REQUIREMENTS

TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

General Rules

A 2.2. pontban megfogalmazott tanulási eredmények értékelése év végi írásbeli teljesítménymérés (összegző tanulmányi teljesítményértékelés), illetve nem kötelező beadandók alapján történik.

Performance assessment methods

A. A vizsgaidőszakban végzett teljesítményértékelések részletes leírása: Írásbeli teljesítményértékelés: mely az elsajátított marketingkommunikációs módszerek gyakorlati használatára fókuszál, a rendelkezésre álló munkaidő 90 perc

Percentage of performance assessments, conducted during the study period, within the rating

Percentage of exam elements within the rating

- vizsgaidőszakban végzett teljesítményértékelés: 100%
- összesen: 100%

Conditions for obtaining a signature, validity of the signature

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Issuing grades

Excellent	> 90
Very good	87,5–90
Good	75–87
Satisfactory	62–74,5
Pass	50–61,5
Fail	< 50

Retake and late completion

1. A teljesítményértékelésekhez nem tartozik évközi követelmény. 2. A vizsgaidőszakban végzett teljesítményértékelés javítása és pótlása a TVSZ szerint történik. 3. Az opcionális házi feladat, mivel az érdemjegy meghatározásánál a 100% feletti részhez tartozik, ezért nem pótolható, a beadási határidő és a feladat ismertetése az órán kerül meghirdetésre

Coursework required for the completion of the subject

28
60
62
150

Approval and validity of subject requirements

III. COURSE CURRICULUM

THEMATIC UNITS AND FURTHER DETAILS

Topics covered during the term

A 2.2. pontban megfogalmazott tanulási eredmények eléréséhez a tantárgy a következő tematikai blokkokból áll. Az egyes félévekben meghirdetett kurzusok sillabuszaiban e témaelemeket ütemezzük a naptári és egyéb adottságok szerint.

- 1 Az integrált marketingkommunikáció fogalma
- 2 Kommunikációs célok és hatások
- 3 Kommunikációs stratégia és célcsoport
- 4 Pozicionálási stratégia, költségterv készítése és hatékonyságmérés
- 5 ATL eszközök
- 6 BTL eszközök
- 7 Társadalmi célú kommunikáció és kultúramarketing
- 8 Gerilla marketing, szájreklám és termékelhelyezés
- 9 Generációs marketingkommunikáció, influencer marketing
- 10 Élménymarketing és kommunikáció
- 11 Kríziskommunikáció
- 12 Online marketingkommunikációs trendek

Additional lecturers

Kovács István mesteroktató kovacs.stefan@gtk.bme.hu

Approval and validity of subject requirements