



SUBJECT DATASHEET

Basics of Marketing

BMEGT20A300

I. SUBJECT DESCRIPTION

1. SUBJECT DATA

Subject name

Basics of Marketing

ID (subject code)

BMEGT20A300

Type of subject

contact lessons

Course types and lessons

| <i>Type</i> | <i>Lessons</i> |
|-------------|----------------|
| Lecture | 4 |
| Practice | 0 |
| Laboratory | 0 |

Type of assessment

exam grade

Number of credits

6

Subject Coordinator

| <i>Name</i> | <i>Position</i> | <i>Contact details</i> |
|-----------------------|---------------------|------------------------------|
| Dr. Szalkai Zsuzsanna | associate professor | szalkai.zsuzsanna@gtk.bme.hu |

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

Direct prerequisites

| | |
|------------------|------|
| <i>Strong</i> | None |
| <i>Weak</i> | None |
| <i>Parallel</i> | None |
| <i>Exclusion</i> | None |

Validity of the Subject Description

Approved by the Faculty Board of Faculty of Economic and Social Sciences, Decree No: 580078/2/2021. Valid from: 24.02.2021.

2. OBJECTIVES AND LEARNING OUTCOMES

Objectives

The main objective of the course is for students to understand what it means to have an organization characterized by marketing orientation: and the management of repeated marketing tasks and the use of marketing tools. The curriculum provides an overview of marketing strategies and the information gathering, environmental and situation analysis models and methods required for their development. Since marketing focuses on the buyer, the curriculum deals in detail with customer decision mechanisms and their significant factors in consumer and business markets. Students learn about marketing tools to achieve strategic goals, with many crucial questions related to marketing, from product policy through branding, sales to marketing communications. In connection with all topics covered, emphasis will be placed on modern marketing solutions related to market changes and the information technology innovations.

Academic results

Knowledge

1. Solid knowledge of conceptualization for studying communication and media phenomena
2. Basic knowledge of social science methodologies
3. Solid knowledge of the conceptualization for studying social processes

Skills

1. Reliable use of professional language
2. Research skills
3. Analytical skills

Attitude

1. Critical openness to innovation
2. Openness to social change

Independence and responsibility

1. Responsible, professionally based social presence
2. Adoption and enforcement of professional standards

Teaching methodology

Lectures, written and oral communication, use of IT tools and techniques during the lecture and optional tasks to be done independently.

Materials supporting learning

- BME-MVT (2017) Marketing: Fókuszban a termék. Budapest: Typotex.
- Vágási M. szerk. (2007) Marketing stratégia és menedzsment. Budapest: Alinea.
- További letölthető oktatási segédletek / Further readings and support material are available on the course management site.

II. SUBJECT REQUIREMENTS

TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

General Rules

The assessment of the learning outcomes set out in point 2.2 is based on two mid-year tests (summarizing academic performance assessment), homework and an exam.

Performance assessment methods

Detailed description of mid-term performance evaluations

1. Summarizing study performance assessment – With the two mid-year written tests max. 40 (20-20) points can be obtained, the weight of which is 10-10% in final assessment for grading. The requirement for signature at least 20 points from the two tests.
2. Partial performance assessment (homework) – homework is optional, can be completed during the term and cannot be submitted later than the submission deadline. The points for homeworks are to be added to the exam assessments and cannot be added to the 20 points needed for signature. During the semester, 3-4 homework (optional bonus) will be announced.
3. Partial performance assessment (active participation) – during the semester, the instructors also evaluate the class performance, the points from this evaluation are to be added to the exam assessments and cannot be added to the 20 points needed for signature.
4. With homeworks and classroom activities (detailed in points 2 and 3) 30 points (15%) can be earned, which is added to the score when calculating the exam grade. For signature it is required to achieve at least 50% of the score obtainable in the mid-term tests (1.). Points for the partial performance assessment (2 and 3) can be earned in the term but should be added to the exam scores and cannot be added to the 20 points needed for signature. The partial 75% partial performance evaluation (homework, active participation, class work) in point 3.3 will appear in the diligence period, but it can only be included in the exam in the score, it cannot be included in the acquisition of the signature. The validity of signature (ie. the option to take an exam) is regulated by the University's Code on Education and Examination.

Performance appraisal during the examination period

Elements of the exam:

1. Written performance assessment – The exam paper is 160 points the weight of which is 80% in final assessment for grading. The final test includes 60-minute short explanatory and multiple-choice questions and case study questions.
2. Adding the points earned in mid-term – points for homework and classroom activity weights 15% in final assessment for grading.

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

- 1. midterm test: 50%
- 2. midterm test: 50%
- Total: 100%

Percentage of exam elements within the rating

- semester-end written exam: 80%
- homework and activity in class room: 15%
- midterm test 1 and 2: 20%
- Total: 100+%

Conditions for obtaining a signature, validity of the signature

For signature it is required to achieve at least 50% of the score obtainable in the mid-term tests (1.). Points for the partial performance assessment (2 and 3) can be earned in the term but should be added to the exam scores and cannot be added to the 20 points needed for signature. The partial 75% partial performance evaluation (homework, active participation, class work) in point 3.3 will appear in the diligence period, but it can only be included in the exam in the score, it cannot be included in the acquisition of the signature. The validity of signature (ie. the option to take an exam) is regulated by the University's Code on Education and Examination

Issuing grades

| | |
|--------------|-------------|
| Excellent | 90%-100% |
| Very good | 87,5%-89,9% |
| Good | 75%-87,4% |
| Satisfactory | 62%-74,9% |
| Pass | 50%-61,9% |
| Fail | 0%-49,9% |

Retake and late completion

Retakes and make-ups are regulated by the University's Code on Education and Examination.

1. There is no minimum requirement for each mid-year tests, each of the two may be retaken according to the announced schedule.
2. The homework, as it is not a requirement for the signature and the points for it is plus point, cannot be replaced. The submission deadline and the description of the assignment will be announced in class.
3. The homework submitted and accepted cannot be submitted lately (ie. after deadline). The submitted and accepted class assignment cannot be retaken for improvement of scores.
4. Active participation shall not, by its nature, be replaced, improved.
5. If any of the tests is retaken, the score of the latter one is taken into account.
6. If the student is not able to obtain a grade other than Fail (F) with the replacement according to points 1-5, then the student does not have the opportunity to make further repairs and replacements in the given semester.
7. Replacement according to point 1 is permitted only for a student who

took at least one of the tests as they were scheduled for the first time in the term. Students who have missed both tests may not replace either of them.

Coursework required for the completion of the subject

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|--------------------------------|-----|
| lectures | 56 |
| preparation for midterm tests | 40 |
| writing optional home work | 22 |
| learning the written materials | 30 |
| preparation for the exam | 32 |
| Total | 180 |

Approval and validity of subject requirements

Consulted with the Faculty Student Representative Committee, approved by the Vice Dean for Education, valid from: 01.02.2021.

III. COURSE CURRICULUM

THEMATIC UNITS AND FURTHER DETAILS

Topics covered during the term

The subject includes the topics detailed below to ensure that learning outcomes listed under 2.2. can be achieved. Timing of the topics may be affected by calendar or other circumstances in each semester.

- 1 The basic concepts of marketing and marketing management
- 2 Analysis of the marketing environment and marketing strategies
- 3 Marketing information and marketing research
- 4 Consumer market and customer behaviour
- 5 Customer behaviour
- 6 Business-to-business marketing
- 7 Product strategy
- 8 New product development
- 9 Pricing strategies
- 10 Marketing channels
- 11 Integrated marketing communication

Additional lecturers

| | | |
|--------------------------|---|----------------------------|
| Dr. Petruska Ildikó | egyetemi docens, associate professor | petruska.ildiko@gtk.bme.hu |
| Dr. Iványi Tamás | egyetemi tanársegéd, assistant lecturer | ivanyi.tamas@gtk.bme.hu |
| Dr. Bíró-Szigeti Szilvia | egyetemi docens, associate professor | szigeti.szilvia@gtk.bme.hu |

Approval and validity of subject requirements