



SUBJECT DATASHEET

Marketing management

BMEGT20MN54

I. SUBJECT DESCRIPTION

1. SUBJECT DATA

Subject name

Marketing management

ID (subject code)

BMEGT20MN54

Type of subject

Contact lessons

Course types and lessons

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

Type of assessment

term grade

Number of credits

3

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; angol - ENG

Curricular role of the subject, recommended number of terms

Programme: **Engineering Management programme MVT**

Subject Role: **Compulsory**

Recommended semester: **1**

Direct prerequisites

Strong None

Weak None

Parallel None

Exclusion None

Validity of the Subject Description

Approved by the Faculty Board of Faculty of Economic and Social Sciences, Decree No: 580427/8/2022. Valid from: 29.06.2022.

2. OBJECTIVES AND LEARNING OUTCOMES

Objectives

The aim of the course is to give the participants an introduction to the fields of management and marketing, to understand their basic concepts, and to find out the specifics and possibilities of combining these two areas within the organization. The subject would like to provide better understanding of the features of management functions, the characteristics, rules and life cycle of organizations, with the specificities of these factors. Another goal is to understand the essence of the information available to marketers, to provide guidance on the processing and analysis of data available from consumers and the business market. Students will also gain insight into market segmentation, positioning and analysis of market competitors, combining management tools with the key features of corporate marketing strategy. During the discussion of the topics we refer to the applicable management and marketing methods based on their impact on the organization's efficiency.

Academic results

Knowledge

1. are familiar with all the key elements of the concept of business administration and management, and understand the relationships between them.
2. have the ability to overview the interactions of the functional units of the organization, their operational practices, especially in the field of marketing.
3. have confident methodological knowledge in different areas of management and marketing, understanding the application possibilities and combinations of the learned methodologies.

Skills

1. are able to compare the basic theories and concepts related to the management functions with the related marketing concepts, to elaborate rational arguments, and also to form and to defend their opinion in the different stages of management and marketing communication.
2. are able to recognize the connection between different processes in the field of marketing and management, and to select and design commonly usable methodologies.
3. use professional phrases of management, the terminology of the management and marketing fields, and the phrases of the professional vocabulary.

Attitude

1. accept that organizational features are historically and socially defined and constantly variable.
2. accept the historical and contemporary diversity of the Hungarian and European management and marketing tools and undertake to the represented values.
3. are open to all forms of professional innovation, inclusive, but not without reflection, to theoretical, practical and methodological innovations in both marketing and management fields.
4. consciously represent the methods used in their own profession and accept the different methodological features of other disciplines.

Independence and responsibility

1. being in a professional working community are capable of performing, designing, organizing and managing complex tasks in accordance with the professional requirements.
2. organize their work with appropriate autonomy and responsibility in their own organizational structure.
3. are self-contained, constructive and assertive in forms of collaboration within and also out of the organization (especially in marketing and management fields).

Teaching methodology

Lectures, optional self and group work, presentations.

Materials supporting learning

- Kötelező irodalom a tantárgyhoz készített jegyzet, a tanuláshoz felhasználható az előadásokon bemutatott slide show.
- Compulsory literature is the written material designed for the course, and the slideshows.

II. SUBJECT REQUIREMENTS

TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

General Rules

The course has midterm examination, and for the assessment of knowledge, one midterm (50 points) is written.

Performance assessment methods

The midterm consists of two parts. The first part is about the concepts and basic knowledge of the given topic. Typically, this may consist of multiple choice tests, short-answer questions and tasks, and true/false questions, figure supplementations. The second part of the midterm aims to assess more complex understanding of the topic through essays or short case studies, problem solving tasks, or calculations. During the academic semester it is possible to receive extra scores.

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

- Performance evaluation (+active participation): 100
- Total: 100

Percentage of exam elements within the rating

Conditions for obtaining a signature, validity of the signature

Issuing grades

Excellent	95
Very good	90-94
Good	77-89
Satisfactory	64-76
Pass	50-63
Fail	0-49

Retake and late completion

According to the TVSZ.

Coursework required for the completion of the subject

participation in contact lessons	28
preparing for the midterms	62
total	90

Approval and validity of subject requirements

Consulted with the Faculty Student Representative Committee, approved by the Vice Dean for Education, valid from: 13.06.2022.

III. COURSE CURRICULUM

THEMATIC UNITS AND FURTHER DETAILS

Topics covered during the term

Subject includes the topics detailed in the course syllabus to ensure 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 Introduction to Marketing Management
- 2 Analysing Marketing Information
- 3 Consumer Markets and Consumer Buying Behaviour
- 4 Business Markets and Business Buyer Behaviour
- 5 Marketing Strategy, Competitive Strategies
- 6 Segmentation, Targeting, Positioning, 4 Ps

Additional lecturers

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Approval and validity of subject requirements