



SUBJECT DATASHEET

MARKETING CONTROLLING

BMEGT20ML69

I. SUBJECT DESCRIPTION

1. SUBJECT DATA

Subject name

MARKETING CONTROLLING

ID (subject code)

BMEGT20ML69

Type of subject

contact lessons

Course types and lessons

<i>Type</i>	<i>Lessons</i>
Lecture	1
Practice	0
Laboratory	0

Type of assessment

exam grade

Number of credits

3

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: **4**

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

Subject Role: **Compulsory**

Recommended semester: **3**

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: 580251/13/2023 registration number. Valid from: 29.03.2023.

2. OBJECTIVES AND LEARNING OUTCOMES

Objectives

The main objective of the course is to present the main statistical analysis methods used in marketing research and to provide an introduction to the use of the SPSS program. The topic starts with the analysis and the basic information about the SPSS program (data preparation, database development). Then, the possibilities of applying hypothesis tests and cross-tabulation analyzes, as well as analysis of variance, correlation and regression calculations in marketing research are presented.

Academic results

Knowledge

1. Are familiar with the conditions of application of certain statistical analysis methods in marketing research,
2. Are familiar with the use of statistical analysis methods to draw conclusions,
3. Are familiar with the methods of using statistical analysis methods for marketing purposes

Skills

1. Are able to create a database that can be analyzed with statistical software,
2. Are able to determine the applicable statistical-analytical methods,
3. Are able to produce indicators and statistics for analysis,
4. Are able to interpret the marketing aspects of the results of statistical analysis methods,
5. Are able to draw conclusions based on the analyzes performed,
6. Are able to put the results into context, interpret them with a practical approach,
7. Are able to prepare independent analyzes and marketing research reports using statistical analysis methods.

Attitude

1. Collaborate with the instructor and fellow students in expanding the knowledge,
2. Work independently while constantly expanding his / her knowledge,
3. Are open to the use of information technology tools,
4. Expand their knowledge by constantly acquiring knowledge,
5. Analyzes, conclusions and proposals formulated on the basis of these, he / she acts in accordance with the legal and ethical norms, keeping in mind the wider social, sectoral, regional, national and European social and ecological, sustainability values.

Independence and responsibility

1. Independently applies statistical analysis methods in marketing research,
2. Analyze and evaluate the available information, puts it in context,
3. Draw practical conclusions from the results of the analyzes,
4. Represents the professional opinion of established marketing independently, takes responsibility for their environmental and social impacts.

Teaching methodology

Lectures, written and oral communication, using of SPSS program, optional self-created tasks

Materials supporting learning

- Danó Györgyi: Marketingkontrolling (2018)
- BME-GTK-MVT: Marketing: Fókuszban a termék, Typotex Kiadó, Budapest (2017)
- Sajtos László - Mitev Ariel: SPSS Kutatási és adatelemzési kézikönyv (2007)
- Naresh K. Malhotra, Simon Judit közreműködésével: Marketingkutató (2017) [Digitális kiadás]

II. SUBJECT REQUIREMENTS

TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

General Rules

Az előző pontban megfogalmazott tanulási eredmények értékelése egy vizsgaidőszakban végzett írásbeli vagy szóbeli teljesítménymérés alapján történik.

Performance assessment methods

Vizsgaidőszakban végzett teljesítményértékelés során a hallgató gyakorlati tudása kerül felmérésre az SPSS program használatával és a program által kiadott eredmények elemzésével kapcsolatban, amely a félév első előadásán bemutatott módon és kérdések mentén, írásban vagy szóbeli formában fog történni.

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

Az aláírás megszerzésének nincs feltétele.

Issuing grades

Excellent	94
Very good	88–94
Good	75–87
Satisfactory	63–74
Pass	50–62,5
Fail	0–49

Retake and late completion

1) A teljesítményértékelésekhez nem tartozik évközi követelmény. 2) A vizsgaidőszakban végzett teljesítményértékelés javítása és pótlása a TVSZ szerint történik.

Coursework required for the completion of the subject

részvétel a kontakt tanórákon	12
házi feladat elkészítése	0
kijelölt írásos tananyag önálló elsajátítása	46
vizsgafelkészülés	32
összesen	90

Approval and validity of subject requirements

Consulted with the Faculty Student Representative Committee, approved by the Vice Dean for Education, valid from: 13.03.2023.

III. COURSE CURRICULUM

THEMATIC UNITS AND FURTHER DETAILS

Topics covered during the term

- 1 A marketingkontrolling helye a marketingmenedzsmentben
- 2 A belső adattól a stratégiaalkotásig
- 3 Prediktív marketing
- 4 Big Data és elemzési módszerei
- 5 SPSS I.: alapismeretek
- 6 SPSS II.: Egy- és többváltozós elemzések
- 7 Adatvizualizáció

Additional lecturers

Danó Györgyi egyetemi tanársegéd dano.gyorgyi@gtk.bme.hu
Iványi Tamás egyetemi tanársegéd ivanyi.tamas@gtk.bme.hu
Dr. Kovács István egyetemi adjunktus kovacs.stefan@gtk.bme.hu

Approval and validity of subject requirements