



# **SUBJECT DATASHEET**

## **MARKETING**

### **BMEGT20A048**

# I. SUBJECT DESCRIPTION

## 1. SUBJECT DATA

### Subject name

MARKETING

### ID (subject code)

BMEGT20A048

### Type of subject

contact lessons

### Course types and lessons

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

### Type of assessment

exam grade

### Number of credits

5

### 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

angol - ENG

### Curricular role of the subject, recommended number of terms

Programme: **Elective subjects**

Subject Role: **Elective**

Recommended semester: **0**

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### 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 subject is to introduce the principles of marketing, how to create, deliver and communicate customer value. After fulfilling the course, the students understand the role of the marketing in an organization. Students get familiar with the marketing tasks, tools and strategies. Through the practical work the student is able to elaborate certain marketing topic using the knowledge acquired on lectures.

### Academic results

#### Knowledge

1. are aware of the main concepts of marketing management
2. are aware of the different corporate and environmental analysis methods and their specificities
3. learn about modern marketing concept and strategies
4. are aware of the relationship between product and brand, positioning
5. are aware of pricing policy and its corporate specificities
6. are aware of the specifics of corporate communication

#### Skills

1. learn the context of marketing management, it designs, controls and makes efficiency-enhancing recommendations for the marketing activities of smaller enterprises.
2. use state-of-the-art analytical methods to analyse the company's macro- and microenvironment.
3. learn how to use state-of-the-art marketing communication tools and prepare an operational plan for company's marketing communications.
4. explore, organize and analyse facts and fundamental relationships using the communication theory and methods studied.
5. express his thoughts orally and in writing in an orderly form.

#### Attitude

1. cooperate with the instructor and fellow students in the development of knowledge.
2. work independently while continuously expanding your knowledge.
3. are open to the use of state-of-the-art technology.
4. continuously expand your knowledge by gaining knowledge.
5. strive to develop and fulfil your own communication skills and abilities.
6. are open to accepting and integrating ideas from yourself and others in the sub-implementation of marketing management knowledge in communication.
7. are open to template-free management solutions.

#### Independence and responsibility

1. are open to unique and effective marketing problem solving.
2. can work independently.
3. analyse and evaluate the available information in problem solving and use it to further develop towards multipolar problem solving.
4. accept and integrate the opinions and ideas of others into your knowledge.
5. create and present individual ideas to fellow students.

### Teaching methodology

Lectures, presentation, exercises, homework assignment, exam.

### Materials supporting learning

- Kotler, P., Armstrong, G. (2016): Principles of Marketing. 16th Edition, Pearson handouts
- Egyéb, az oktató által kiadott oktatási segédletek a tárgy Moodle oldalán. (<https://edu.gtk.bme.hu>)

## II. SUBJECT REQUIREMENTS

### TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

#### General Rules

The assessment of the learning outcomes formulated in point 2.2 takes place in the form of homework assignment, presentation, exercises and written exam.

#### Performance assessment methods

Detailed description of the performance evaluations carried out during the term: Partial performance assessment: homework assignment (30%)+presentation (10%). The students can gather 40% of the final grade during the term. Detailed description of the performance evaluations carried out during the exam period: Exam: written performance assessment to which the points gathered in the term are added. The students can gather 60% of the final grade during the exam period, the points of the term are added to this.

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

- homework: 30
- presentation: 10
- Total: 40

#### Percentage of exam elements within the rating

- written exam: 60
- gathered points of the term: 40
- Total: 100

#### Conditions for obtaining a signature, validity of the signature

There is midterm requirement in order to be eligible of the exam. Requirement for the signature: minimum 50% of the midterm requirement

#### Issuing grades

Excellent	95
Very good	87–94
Good	75–86
Satisfactory	63–74
Pass	50–62
Fail	0-49

#### Retake and late completion

The mid-term homework assignments, exercises and presentations cannot be replaced or retaken. The retaking and replacing the exam is according to the Code of Studies.

#### Coursework required for the completion of the subject

participation in contact hours	56
preparation for contact hours	28
home assignments and presentation	26
independent acquisition of designated written curriculum	40
total	150

#### 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

To achieve the learning outcomes set out in section 2.2, the course consists of the following areas and topics

- 1 Introduction to marketing. Creating customer value.
- 2 Marketing environment analysis. Marketing strategy.
- 3 Marketing information and customer perspectives.
- 4 Marketing segmentation, targeting and positioning. Competitive advantage.
- 5 Consumer markets, customer behavior.
- 6 Behavior of business markets and organizational customers.
- 7 Products and services.
- 8 Creating a new product and product lifecycle.
- 9 Defining and creating customer value.
- 10 Pricing strategies.
- 11 Marketing channels: providing customer value.
- 12 Customer Value Communication: Integrated Marketing Communication 1.
- 13 Integrated marketing communication 2.
- 14 Summary of course materials and exam preparation.

### Additional lecturers

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### Approval and validity of subject requirements