



**SUBJECT DATASHEET**

**MARKETING AND MARKET RESEARCH**

**BMEGT20ML50**

# I. SUBJECT DESCRIPTION

## 1. SUBJECT DATA

### Subject name

MARKETING AND MARKET RESEARCH

### ID (subject code)

BMEGT20ML50

### 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 grade

### Number of

### credits

5

### Subject Coordinator

<i>Name</i>	<i>Position</i>	<i>Contact details</i>
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Kovács Stefan	assistant professor	kovacs.stefan@gtk.bme.hu
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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

### 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: 580884/8/2023 registration number. Valid from: 29.11.2023.

## 2. OBJECTIVES AND LEARNING OUTCOMES

### Objectives

The aim of the course is to acquaint students with the main elements of marketing research, traditional and the latest methods of obtaining information. Students will get an overview of the role of marketing information, the methods of selecting relevant information, with the help of which already mastered strategies and well-founded market decisions can be developed. In addition to the theoretical approaches and recommendations in the literature, we deal with the practical implementation, the appropriate possibilities of the research methodology and marketing research practice with special emphasis. The subject mainly covers specific preparation, organization and implementation work processes, during which the market research is carried out.

### 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 analytical methods of strategic management, as well as the theoretical foundations and analytical methods of other marketing sub-areas (e.g. sales management, marketing engineering, qualitative research, creative design).
3. Know and use the quantitative and qualitative analysis and software-supported multivariate methods of marketing research, as well as the management and analysis of corporate databases for the purpose of marketing use

#### Skills

1. Are able to formulate independent new conclusions, original ideas and solutions, is 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 an 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 necessary for their solution.
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 defends 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 analyses and presentations for management bodies.

#### Attitude

1. Are critical of their own work and that of their subordinates and shows innovative and proactive behaviour in dealing with economic problems. He is 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 that require a new, complex approach, as well as in unexpected life situations, taking full account of legal and ethical norms.

#### Independence and responsibility

1. Independently select and apply the relevant problem-solving methods in areas important from the organizational, political, strategic and management point of view, independently performs economic analysis, decision preparation 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. Takes responsibility for their environmental and social impacts in new, complex decision-making situations.
4. Involve in research and development projects, mobilizes their theoretical and practical knowledge and skills in an autonomous way, in cooperation with the other members of the group, in order to achieve the goal in the project group.

### 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.: Marketingkutatás és piacelemzés, oktatási segédanyag, 2018.
- 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. Szorgalmi időszakban végzett teljesítményértékelések részletes leírása: Opcionális házi feladat, mely a vizsgapontszámhoz adódik hozzá. B. Vizsgaidőszakban végzett teljesítményértékelések részletes leírása: Írásbeli vizsga.

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

#### Percentage of exam elements within the rating

- vizsgaidőszakban végzett teljesítményértékelés: 100
- opcionális házifeladat: 20
- összesen: 100

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

Az aláírás megszerzésének nincs követelménye.

#### Issuing grades

Excellent	91
Very good	87,5–90
Good	75–87
Satisfactory	62–74,5
Pass	50–61,5
Fail	0–49

#### Retake and late completion

1. A vizsgaidőszakban végzett teljesítményértékelés javítása és pótlása a TVSZ szerint történik. 2. 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

participation at contact lectures	28
individual learning of the written materials	60
preparation for the exam	62
összesen	150

#### Approval and validity of subject requirements

Consulted with the Faculty Student Representative Committee, approved by the Vice Dean for Education, valid from: 06.11.2023.

# 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 Bevezetés a marketingkutatásba
- 2 Kutatási terv. Szekunder kutatás.
- 3 Kvalitatív kutatás.
- 4 Legújabb kvalitatív módszerek
- 5 Leíró kutatási módszerek: megkérdezés és megfigyelés
- 6 Kísérlet és módszerei
- 7 Mérés és skálaképzés
- 8 Kérdőívsterkesztés
- 9 Mintavétel: terv és eljárások
- 10 Márkaérték és kommunikáció mérés
- 11 Legújabb kutatási módszerek
- 12 Gyakorló feladatok

### Additional lecturers

### Approval and validity of subject requirements