



SUBJECT DATASHEET

MARKETING COMMUNICATION

BMEGT20ML43

I. SUBJECT DESCRIPTION

1. SUBJECT DATA

Subject name

MARKETING COMMUNICATION

ID (subject code)

BMEGT20ML43

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>
Kovacs Stefan	assistant professor	kovacs.stefan@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: 580884/8/2023 registration number. Valid from: 29.11.2023.

2. OBJECTIVES AND LEARNING OUTCOMES

Objectives

The aim of the course is to present the traditional and new tools of marketing communication, the distinguishing features of each application, and the value-adding role of marketing communication. Students will get an overview of the development of marketing communication, the criteria of traditional and modern perceptions and applications.

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 methods of analysis of strategic management, as well as the theoretical foundations and methods of analysis of other marketing sub-areas (such as sales management, marketing engineering, qualitative research, creative design).
3. Know the vocabulary of the field of marketing and the peculiarities of written and spoken language communication: most important forms, methods, and techniques in native language and in a foreign language.
4. Know the relationship between value-creating marketing processes and innovation.

Skills

1. Formulate independent new conclusions, original ideas and solutions, are 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 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 needed to solve them.
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 defend 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 the work of their subordinates, is innovative and proactive in dealing with economic problems. 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, as well as in unexpected life situations, which require a new, complex approach, taking full account of legislation and ethical norms.

Independence and responsibility

1. Independently select and apply the relevant problem-solving methods in areas important from the point of view of organizational policy, strategy and management, independently performs economic analysis, decision-making 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. They also take responsibility for their environmental and social impacts in new, complex decision-making situations.

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.: Marketingkommunikáció, oktatási segédanyag, 2019
- 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

- opcionális házi feladat: 100
- összesen: 100

Percentage of exam elements within the rating

- vizsgaidőszakban végzett teljesítményértékelés: 100
- opcionális házi feladat: 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	< 50

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 written materials	60
preparation for exam	62
total	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 Az integrált marketingkommunikáció fogalma
- 2 Kommunikációs célok és hatások
- 3 Kommunikációs stratégia és célcsoport
- 4 Pozicionálási stratégia, költségterv készítése és hatékonyságmérés
- 5 ATL eszközök
- 6 BTL eszközök
- 7 Társadalmi célú kommunikáció és kultúramarketing
- 8 Gerilla marketing, szájreklám és termékelhelyezés
- 9 Generációs marketingkommunikáció, influencer marketing
- 10 Élménymarketing és kommunikáció
- 11 Kríziskommunikáció
- 12 Online marketingkommunikációs trendek

Additional lecturers

Approval and validity of subject requirements