



# **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**

#### **Direct prerequisites**

*Strong* None

*Weak* None

*Parallel* None

*Exclusion* None

### **Validity of the Subject Description**

## 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 learning outcomes stated in 2.2 are evaluated in the form of a midterm written performance measurement.

### Performance assessment methods

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

it is possible to receive extra scores (max. 10 points, for which a minimum of 50% has to be reached from the midterm).

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

- Performance evaluation: 100
- Active participation: 20
- 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

1) Midterm retake/improvement option: once, at a time announced in advance by the lecturer. 2) In case of the retake/improvement, the result achieved on the retake/improvement test counts as the final result. (Even if less points are achieved) Intention to participate at the retake/improvement must be reported to the lecturer by e-mail 3 working days before writing the retake/improvement. 3) There is no other option for obtaining the mid-term requirement except for rewriting it at the midterm date and at the specified retake/improvement date. 4) Due to the nature of active participation, it cannot be retaken or improved.

#### 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: 04.03.2024.

# 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

Dr. Veres István egyetemi adjunktus veres.istvan@gtk.bme.hu

### Approval and validity of subject requirements