



# **SUBJECT DATASHEET**

## **Basics of Marketing**

### **BMEGT20A300**

# I. SUBJECT DESCRIPTION

## 1. SUBJECT DATA

### Subject name

Basics of Marketing

### ID (subject code)

BMEGT20A300

### Type of subject

contact lessons

### Course types and lessons

<i>Type</i>	<i>Lessons</i>
Lecture	4
Practice	0
Laboratory	0

### Type of assessment

exam grade

### Number of credits

6

### Subject Coordinator

<i>Name</i>	<i>Position</i>	<i>Contact details</i>
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Dr. Iványi Tamás	assistant professor	ivanyi.tamas@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

Programme: **Communication and media studies Bachelor's Programme from 2021/22/Term 1**

Subject Role: **Compulsory**

Recommended semester: **3**

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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: 580439/11/2024 registration number. Valid from: 29.05.2024.

## 2. OBJECTIVES AND LEARNING OUTCOMES

### Objectives

The course's main aim is to provide understanding of the essence of marketing philosophy and learning about the practical application of marketing tasks and means. Students will receive an overview of the development of the new marketing concept, the implementation of modern marketing strategies, and assisting in strategic planning methods, models and tools. Another aim of subject is to provide knowledge about decision-making mechanisms of the consumer and factors of influence, pointing out the direction of change and the marketing challenges arising from them.

### Academic results

#### Knowledge

1. The students will learn in detail the elements of the marketing mix and their role in achieving market success, highlighting the components of product, price, sales and promotion.
2. They will deepen their understanding of changes in consumer behaviour and their impact on marketing strategies, with a particular focus on the challenges of the digital age.
3. Students will learn the importance and methodology of market segmentation, target market selection and market positioning to take advantage of competitive advantage and growth.
4. They will learn the basic methods and techniques of marketing research, with a focus on monitoring market trends, macro and micro environments and consumer preferences.

#### Skills

1. Be able to apply the principles of segmentation, target market definition and positioning in different market situations.
2. Be able to understand and evaluate marketing strategies at different stages of the product life cycle.
3. Be able to participate in the development of marketing communication plans, taking into account target group characteristics and elements of the communication mix.
4. Analyse and evaluate the impact of macro and micro environmental factors on the marketing strategy of the company.

#### Attitude

1. An openness to understanding changes in consumer behaviour and adapting to new marketing trends.
2. Critical thinking when designing marketing strategies and communications, taking into account cultural and social influences.
3. Appreciate the importance of sustainability and ethical considerations in marketing decisions.

#### Independence and responsibility

1. Ability to interpret market research results and make recommendations based on them.
2. Make responsible decisions in product development and marketing communications, taking into account the company's long-term objectives and consumer values.
3. Ability to independently assess changes in the market environment and adapt marketing strategies.

### Teaching methodology

Lectures, written and oral communication, use of IT tools and techniques during the lecture and optional tasks to be done independently.

### Materials supporting learning

- BME-MVT (2017) Marketing: Fókuszban a termék. Budapest: Typotex.
- Vágási M. szerk. (2007) Marketing stratégia és menedzsment. Budapest: Alinea.
- További letölthető oktatási segédletek / Further readings and support material are available on the course management site.

## II. SUBJECT REQUIREMENTS

### TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

#### General Rules

The learning outcomes set out in point 2.2 are evaluated on the basis of two mid-term written test measurements (summary academic performance assessments), homework or exams.

#### Performance assessment methods

1. Summary academic performance assessment: The two written tests measurements can earn up to 40 (20-20) points, which is counted by a total of 10-10% in the assessment of the subject. The condition for signing is to obtain 20 points from the two papers together. 2. Sub-performance

- evaluation (class assignment, active participation): the lessons are optional, can be completed during the semester, as advertised in the lectures, cannot be replaced and the points the students have earned is counted only in the exam, the signature cannot be obtained.

Parts of the exam: 1. Written performance assessment: The exam test is 160 points, which is counted as 80% in the assessment of learning

outcomes. 2. Mid-term results are included: the two midterm tests can be counted at 10-10%, while the lesson assignment and active participation can be counted up to 15% in the exam evaluation. These achievements will be maintained and accounted for after the signature

- as long as the student's signature is maintained until the semester required by the TVSZ.

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

- 1. midterm test: 50
- 2. midterm test: 50
- performance assessments (homework, additional points for active participation in lectures): 75
- Total: 100

#### Percentage of exam elements within the rating

- semester-end written exam: 80
- homework and activity in class room: 15
- midterm test 1 and 2: 20
- Total: 100

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

To get the signature, the student must reach at least 50% of the points that can be obtained under point 3.3. The performance assessment

(homework, active participation) of 75% in point 3.3 is displayed during the semester, but it can only be counted in the exam points and cannot be counted against the signature. The signature is valid until the period that required by the TVSZ.

#### Issuing grades

Excellent	90
Very good	87,5–89,5
Good	75–87
Satisfactory	62–74,5
Pass	50–61,5
Fail	0–49,5

#### Retake and late completion

There are no individual minimum requirements for each midterm performance assessment, each of the two midterm tests can be replaced

at the time advertised as a replacement during the semester according to the advertised schedule. Since the homework is optional, it does not count for signing and it belongs to the part above 100% in the definition of the mark and cannot therefore be replaced. The deadline for submission and the description of the task will be announced in the class. The homework which is submitted and accepted

cannot be corrected. The lesson work which is checked and accepted cannot be corrected. Active participation in class cannot be replaced,

repaired or otherwise replaced. If the a midterm (and the repeat midterm too) is repaired, the new results will be taken into account. If the student is unable to pass the subject with the above mentioned occasions, the student will not be able to obtain any further retakes and replacements during the semester.

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

részvétel a kontakt tanórákon	56
felkészülés a teljesítményértékelésekre	40
opcionális házi feladat vagy órai feladat elkészítése	22

kijelölt írásos tananyag önálló elsajátítása	30
vizsgafelkészülés	32
Total	180

**Approval and validity of subject requirements**

Consulted with the Faculty Student Representative Committee, approved by the Vice Dean for Education, valid from: 06.05.2024.

# III. COURSE CURRICULUM

## THEMATIC UNITS AND FURTHER DETAILS

### Topics covered during the term

The subject includes the topics detailed below to ensure that 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 The basic concepts of marketing and marketing management
- 2 Analysis of the marketing environment and marketing strategies
- 3 Marketing information and marketing research
- 4 Consumer market and customer behaviour
- 5 Customer behaviour
- 6 Business-to-business marketing
- 7 Product strategy
- 8 New product development
- 9 Pricing strategies
- 10 Marketing channels
- 11 Integrated marketing communication

### Additional lecturers

Dr. Petruska Ildikó egyetemi docens, associate professor    petruska.ildiko@gtk.bme.hu

Dr. Iványi Tamás egyetemi adjunktus, assistant professor    ivanyi.tamas@gtk.bme.hu

### Approval and validity of subject requirements