



# **SUBJECT DATASHEET**

## **STRATEGIC MARKETING**

### **BMEGT20MN39**

# I. SUBJECT DESCRIPTION

## 1. SUBJECT DATA

### Subject name

STRATEGIC MARKETING

### ID (subject code)

BMEGT20MN39

### Type of subject

contact lessons

### Course types and lessons

<i>Type</i>	<i>Lessons</i>	<u>Type of assessment</u>	<u>Number of credits</u>
Lecture	2	term grade	
Practice	0		
Laboratory	0		3

### Subject Coordinator

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

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

Programme: **Management and Leadership MSc (in English) from 2019/20/Term 1**

Subject Role: **Compulsory elective**

Recommended semester: **2**

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Programme: **Master's programme in Management and Leadership from 2019/20/Term 1 (Autumn term start)**

Subject Role: **Compulsory elective**

Recommended semester: **2**

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Programme: **Master's programme in Management and Leadership from 2020/21/Term 2 (Spring term start)**

Subject Role: **Compulsory elective**

Recommended semester: **3**

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Programme: **Engineering Manager Msc from 2017/18//term 2 (Spring term start)**

Subject Role: **Compulsory elective**

Recommended semester: **1**

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Programme: **Engineering Manager Msc from 2018/19/Term 1 (Autumn term start)**

Subject Role: **Compulsory elective**

Recommended semester: **2**

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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 aim of the course is to present the conceptual framework of strategic marketing, the theoretical foundations and practical tasks of marketing planning. Students will gain an insight about the role of marketing in the competitiveness of an organization based on conscious, systematic planning. The aim is also to provide students with a theoretical framework and methodological knowledge to understand the specific areas of strategic marketing planning and the impact mechanisms of market decisions. All this knowledge is presented in the context of a value-based approach to strategy.

### Academic results

#### Knowledge

1. Students will acquire a comprehensive knowledge of the strategic marketing planning process, including the application of value-driven marketing philosophy and the definition of strategic objectives.
2. Students will understand the principles of customer value creation, highlighting the importance of a problem-solving approach, perceived value and relationship-driven marketing for long-term business success.
3. Students will master methods of analysing the external and internal environments, including PESTEL analysis, competitive intelligence, and evaluation of the company's internal resources.
4. Students will learn strategies for analysing market segments and selecting target markets, as well as the use of differentiation and strategies for market positioning.

#### Skills

1. The ability to develop strategic marketing plans, taking into account maximizing customer value and responding to market changes.
2. Ability to apply different market analysis techniques and tools to assess macro and micro environmental factors.
3. Ability to develop innovative solutions and strategies to strengthen market position.
4. Ability to carry out SWOT analysis, develop intensity matrices and integrate the resulting information into strategic decisions.

#### Attitude

1. Openness to understand and adapt to changing market conditions.
2. Commitment to continuous learning and monitoring market trends.
3. A critical approach to analysing strategies, market opportunities and challenges.
4. Proactive approach to value creation and customer focus.
5. Focusing on customer value, shareholder value, value exchange and value creation in strategic thinking.

#### Independence and responsibility

1. Ability to independently analyze the company environment and identify strategic opportunities and threats.
2. Responsible decision-making by balancing long-term business objectives with market dynamics.
3. Can independently identify the strategic priorities for the company and build mix strategies to support them.
4. Independently initiate and design a marketing strategy plan for new product launches.

### Teaching methodology

Lectures, written and oral communication, use of IT tools and techniques in lectures and in optional assignments.

### Materials supporting learning

- Balaton K., Hortoványi L. (szerk.): Stratégiai és üzleti tervezés. Akadémiai Kiadó, Budapest, 2018.
- A tárgyhoz kapcsolódó jegyzet és a prezentációk. Written material designed for the course and slideshows.

## II. SUBJECT REQUIREMENTS

### TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

#### General Rules

Assessment of the learning outcomes described under section 2.2: Continuous assessment during the semester by one of the following methods depending of the language of the course Hungarian course: 2 midterm test (50 scores each) Optional homework (rules announced during the first lecture of the semester)

#### Performance assessment methods

Detailed description of the assessments methods: Completion of the semester requires to reach at least 50 scores in total, based on the midterms' aggregate results. During the semester, students can earn extra points by completing separate tasks (which are automatically calculated above the minimum 50 points).

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

- 1. részteljesítmény-értékelés (aktív részvétel): 50
- 2. részteljesítmény-értékelés (aktív részvétel): 50
- opcionális önálló munka (házi feladat): 30
- összesen: 100

#### Percentage of exam elements within the rating

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

#### Issuing grades

Excellent	90
Very good	80–89,5
Good	70–79,5
Satisfactory	60–69,5
Pass	50–59,5
Fail	0-49,5

#### Retake and late completion

A. Detailed description of retake and make-up tests: • Both midterm tests can be written during the retake. • According to the code of studies always the last achieved result is calculated, even in case of getting a worse grade. • Please take into consideration that there is no other option to obtain the grade except for the midterms and their retake occasions at the specified dates • Optional homework can not be repeated.

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

participation in contact hours	24
preparation for midterm tests	50
writing the optional homework	16
total	90

#### 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

To achieve the learning outcomes outlined in section 2.2, the subject consists of the following thematic blocks. In the courses offered during each semester, these topics are scheduled according to calendar and other possible modifying factors:

- 1 Marketing basis of strategic thinking
- 2 Strategic marketing planning
- 3 Creation of customer value
- 4 Advantages, process, levels and models of strategic situation analysis
- 5 Conclusions of the situational analysis and turning them into strategies
- 6 Segmentation and target market strategies
- 7 Analysis of product / market growth opportunities and marketing tools for implementation
- 8 Positioning: methods and strategies
- 9 Marketing Mix elements

### Additional lecturers

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|-----------------------|--|------------------------------|
| Dr. Petruska Ildikó   | egyetemi docens/associate professor    | petruska.ildiko@gtk.bme.hu   |
| Dr. Szalkai Zsuzsanna | egyetemi docens/associate professor    | szalkai.zsuzsanna@gtk.bme.hu |
| Dr. Iványi Tamás      | egyetemi adjunktus/assistant professor | ivanyi.tamas@gtk.bme.hu      |

### Approval and validity of subject requirements