



SUBJECT DATASHEET

SCHOOL MARKETING

BMEGT51XX26122-19

I. SUBJECT DESCRIPTION

1. SUBJECT DATA

Subject name

SCHOOL MARKETING

ID (subject code)

BMEGT51XX26122-19

Type of subject

contact hour

Course types and lessons

| <i>Type</i> | <i>Lessons</i> |
|-------------|----------------|
| Lecture | 0 |
| Practice | 8 |
| Laboratory | 0 |

Type of assessment

term grade

Number of credits

5

Subject Coordinator

| <i>Name</i> | <i>Position</i> | <i>Contact details</i> |
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| Bükki Eszter | assistant professor | bukki.eszter@gtk.bme.hu |
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Educational organisational unit for the subject

Department of Technical Education

Subject website

<https://edu.gtk.bme.hu>

Language of the subject

magyar - HU

Curricular role of the subject, recommended number of terms

Programme: **Complex Application of the Principle of Sustainability**, postgraduate specialist training programme for teacher certification

Subject Role: **Compulsory**

Recommended semester: **3**

Direct prerequisites

Strong Nincs

Weak Nincs

Parallel Nincs

Exclusion Nincs

Validity of the Subject Description

Consulted with the Faculty Student Representative Committee, approved by the Vice Dean for Education, valid from: 02.06.2025.

2. OBJECTIVES AND LEARNING OUTCOMES

Objectives

By completing this course, students will gain a comprehensive understanding of the role and practical application of marketing in educational institutions. They will learn how marketing shapes the public image and appeal of institutions, as well as learn the fundamentals of marketing research, with a particular focus on recruiting, retaining students and building community relationships. They will understand the importance of teamwork in effective school marketing and will be able to analyze and improve institutional communication, both in terms of digital platforms and offline events. By completing the tantárgy, they will be able to develop and evaluate a marketing strategy that is consistent with the mission and values of their institution.

Academic results

Knowledge

1. Knows the basic concepts of marketing in the context of the education sector.
2. Understands the needs, social values and expectations of the school and the various actors in the educational process (parents, students, staff and the wider community).
3. Understands the principle of SMART goals used in school marketing (SMART = Specific, Measurable, Achievable, Relevant, and Time-Bound).
4. Understands the communication process of an effective school marketing strategy.
5. Knows the principles of community partnerships.
6. Understands the principles of using a digital media partnership to develop an effective school strategy.

Skills

1. Applies SWOT analysis in the context of school marketing.
2. Conducts a needs assessment to develop an effective school marketing strategy.
3. Sets SMART objectives for school marketing.
4. Evaluates the effectiveness of communication tools (digital platforms and events) based on stakeholder needs.

Attitude

1. Shows initiative in exploring innovative and student-friendly ways to promote educational institutions.
2. Values transparency, inclusion, and ethical communication in the field of education.
3. Shows openness to feedback from different actors in the school (students, parents, staff).

Independence and responsibility

1. Takes responsibility for the development of the marketing project from design to presentation.
2. Works independently and collaboratively on marketing ideas that align with institutional goals.
3. Promotes inclusive and diverse representation in the school's marketing materials and public outreach.

Teaching methodology

Lecture, class assignments.

Materials supporting learning

- Kalicz, É., & Nagy, Á. (2015). Iskolamarketing. BME APPI MPT jegyzet.
- Berczellyné Nagy, M. (2018). Intézményi marketing a szakképző intézmények szervezeti kultúrájában (Köznevelési mestervezető szakdolgozat).
- Horváth, L., Lencse-Csík, O., Misley, H., Nagy, K., & Verderber, É. (2018). Az AKG mint innovatív tanulási környezet: Kutatási beszámoló az Alternatív Közgazdasági Gimnázium Pedagógiai Programjának bevérlásvizsgálatáról. Akadémiai Kiadó. <https://doi.org/10.1556/9789630599221>
- Muhi, B. B. (2013). Az iskolamarketing elméleti és gyakorlati kérdései. In J. Szalma (Ed.), A Magyar Tudomány Napja a Délvidéken 2012: Magyar nyelvű oktatás és kutatás (pp. 348–357). Vajdasági Magyar Tudományos Társaság.
- Bolinger, M. L. (2022). Social Media as a Marketing Tool for Public Schools (Doctoral dissertation, University of Houston-Clear Lake).
- Pohl, S., Ulitzsch, E., & von Davier, M. (2021). Reframing rankings in educational assessments. Science, 372(6540), 338-340.

II. SUBJECT REQUIREMENTS

TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

General Rules

The learning outcomes in 2.2 will be assessed on the basis of the completion of class assignments and the preparation of a school marketing strategy at home.

Performance assessment methods

Detailed description of performance evaluations carried out during the study period: 1. Partial performance evaluation: Complete class assignments. 2. Partial Performance Evaluation (Homework): Preparation of a school marketing strategy.

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

- 1. részteljesítmény értékelés: órai feladatok elvégzése: 30
- 2. részteljesítmény értékelés: iskolai marketingstratégia készítése: 70

Percentage of exam elements within the rating

Conditions for obtaining a signature, validity of the signature

Issuing grades

| | |
|--------------|-----------|
| Excellent | 91 |
| Very good | 87-90 |
| Good | 75-86 |
| Satisfactory | 62-74 |
| Pass | 50-61 |
| Fail | 50% alatt |

Retake and late completion

Homework can be made up in accordance with the provisions of the current Study and Examination Regulations, subject to the payment of the fees prescribed in the Regulations of Fees and Benefits.

Coursework required for the completion of the subject

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|--|-----|
| részvétel a kontakt tanórákon | 8 |
| iskolai marketingstratégia elkészítése | 142 |

Approval and validity of subject requirements

Consulted with the Faculty Student Representative Committee, approved by the Vice Dean for Education, valid from: 02.06.2025.

III. COURSE CURRICULUM

THEMATIC UNITS AND FURTHER DETAILS

Topics covered during the term

In order to achieve the learning outcomes set out in point 2.2, the subject consists of the following thematic blocks. The length of these is normally 1 hour, but depending on the composition of the students and the nature of the discussion of the problems they propose, their proportion may vary during each semester.

- 1 1. Introduction to School Marketing: Basic Concepts, Goals and the Role of Marketing in Public Education.
- 2 2. Apply the needs assessment method to understand the goals of institutional marketing in different educational settings.
- 3 3. Apply SWOT analysis to evaluate the school's marketing strategy.
- 4 4. Social media used in public education: channels, tone and engagement strategies.
- 5 5. Organisation and marketing of school-level career guidance events (e.g. open days).
- 6 6. Communicating with stakeholders: building relationships with parents, communities and local partners.
- 7 7. Setting SMART goals for an effective school marketing strategy.
- 8 8. Evaluation of existing school marketing materials: audits and feedback methods.

Additional lecturers

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Manojlovic Helena adjunktus manojlovic.helena@gtk.bme.hu

Approval and validity of subject requirements