



# **SUBJECT DATASHEET**

## **Marketing**

**BMEGT20BX4U004-00**

# I. SUBJECT DESCRIPTION

## 1. SUBJECT DATA

### Subject name

Marketing

### ID (subject code)

BMEGT20BX4U004-00

### Type of subject

contact hours

### 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>
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Dr. Kovács Stefan	assistant professor	kovacs.stefan@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, angol - ENG

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

#### Direct prerequisites

*Strong* Nincs

*Weak* Nincs

*Parallel* Nincs

*Exclusion* Nincs

### Validity of the Subject Description

Approved by the Faculty Board of Faculty of Economic and Social Sciences, Decree No: 580501/3/2025 registration number. Valid from: 2025.07.10.

## 2. OBJECTIVES AND LEARNING OUTCOMES

### Objectives

The aim of the course is to familiarize students with the modern theories, business models, and practical tools of marketing management, a specialized field within management sciences. The course places particular emphasis on highlighting the role of integrating technical and market knowledge in engineering decision-making, with special attention to innovation. It underlines how marketing information, as well as market and customer insights, can help reduce innovation-related risks and contribute to the success of new products, and consequently, the success of the company.

### Academic results

#### Knowledge

1. The student will become familiar with the specific research methods (knowledge acquisition and problem-solving) used in the field of marketing, techniques of abstraction, approaches to linking theoretical issues with practical applications, and methods for planning, measuring, and analyzing various subfields of marketing.
2. The student will gain knowledge of marketing strategy theories, analytical methods of strategic management, as well as the theoretical foundations of key marketing areas (such as pricing, sales, advertising, and product development).

#### Skills

1. The student is capable of formulating independent new conclusions, original ideas, and solution approaches. They can apply advanced analytical and modeling methods, develop strategies for solving complex problems, and make decisions in a changing domestic and international environment, as well as within diverse organizational cultures.
2. They are able to perform a detailed analysis of the various concepts that make up the body of knowledge in the field of marketing and to synthesize comprehensive and specialized interrelationships.
3. They are capable of identifying specific professional problems through a versatile, interdisciplinary approach, as well as uncovering and articulating the detailed theoretical and practical background necessary for their resolution.

#### Attitude

1. The student adopts a critical attitude toward their own work and that of their subordinates, demonstrating innovative and proactive behavior in addressing economic problems. They are open and receptive to new developments in economic science and practice.
2. They embrace the comprehensive and specific contexts, as well as the professional identity, that define the distinctive character and personal and collective roles of the marketing field.
3. They communicate the general and detailed issues of their profession with credibility.
4. In strategic decision-making situations that require new, complex approaches, as well as in unforeseen life circumstances, they strive to make decisions with full consideration of legal regulations and ethical standards.

#### Independence and responsibility

1. The student takes responsibility for their own work, for the organization or enterprise they manage, and for their employees.
2. They are able to interpret and articulate their professional marketing opinion and take responsibility for the environmental and social impacts of decisions made even in new, complex situations.

### Teaching methodology

Lectures, written and oral communication, use of IT tools and techniques, optional individual and group assignments, and work organization techniques.

### Materials supporting learning

- Vágási M. (szerk.): Marketing stratégia és menedzsment. Alinea Kiadó, Budapest 2007 (magyar kurzus)
- Kotler, Ph. - Armstrong, G. (2016). Principles of Marketing. 16th ed. Global ed. Pearson (angol kurzus)
- Online segédanyagok, előadások prezentációi; Lectures' slideshows

## II. SUBJECT REQUIREMENTS

### TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

#### General Rules

The learning outcomes defined in point 2.2 are assessed through two in-semester written performance evaluations (summative academic performance assessments).

#### Performance assessment methods

A Performance assessment during the term: Summarative academic performance assessment: A maximum of 100 points (50-50) can be earned

through the two midterms. The minimum requirement is to achieve a combined total of 50 points from the two tests. Partial performance

assessment (active participation): Students can earn up to 7 points for class attendance and active participation which is added only after reaching the min. 50% from the two midterms.

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

- 1st midterm: 50
- 2nd midterm: 50
- partial performance assessment: 7
- total: 100

#### Percentage of exam elements within the rating

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

#### Issuing grades

Excellent	95
Very good	87-94
Good	75-86
Satisfactory	63-74
Pass	50-62
Fail	0-49

#### Retake and late completion

1) There is no individual minimum requirement for each midterm, each of the two midterms can be repeated at the time announced in advance

as a make-up. The make-up also includes the possibility of correction. For those who failed the repeat or did not take advantage of this opportunity, there is no further possibility of modifying their results. Active participation (partial performance assessment) cannot be made up.

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

participation at the classes	28
preparation to evaluation	30
individual learning materials	32
total	90

#### Approval and validity of subject requirements

Consulted with the Faculty Student Representative Committee, approved by the Vice Dean for Education, valid from: 07.07.2024.

# 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.

- 1 A marketing alapkoncepciói
- 2 A vállalat piaca
- 3 Stratégiai tervezés és a marketingstratégia
- 4 Fogyasztói piac és vásárlói magatartás
- 5 A marketinginformáció-rendszer
- 6 Termékpolitika
- 7 Árpolitika
- 8 Az értékesítési rendszer
- 9 Marketingkommunikáció
- 10 Szervezeti beszerzés

### Additional lecturers

Kelemen-Erdős Anikó egyetemi docens kelemen-erdos.aniko@gtk.bme.hu

### Approval and validity of subject requirements