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

Type	*Lessons*
Lecture	2
Practice	0
Laboratory	0

Type of assessment
term grade

Number of credits
3

Subject Coordinator

Name	*Position*	*Contact details*
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: **MSc in Management and Leadership**
Subject Role: **Compulsory elective**
Recommended semester: **0**

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: 580483/15/2026 registration number. Valid from: 24.06.2026.

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.
5. Formulates independent new conclusions, original ideas, and solutions, is capable of applying sophisticated analytical and modelling methods, developing strategies aimed at solving complex problems, making decisions in a changing domestic and international environment, as well as within organisational culture. (EFMD-ILO connections: ML - Skills (KKK) - K1 - ILO 3: Marketing and management)
6. Is able to transform organisational processes digitally and improve efficiency (EFMD-ILO connections: ML - Skills (Specific competences of the educational programme) - SpecK3 - ILO 2: Process control)

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.

6. Demonstrates a critical approach to their own work as well as that of their subordinates, while adopting innovative and proactive behaviour towards addressing economic issues. Is open and receptive to the new results of economic science and practice. (EFMD-ILO connections: ML - Attitude (KKK) - A1 - ILO 4: Teamwork)

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.
5. Is capable of making well-founded decisions, assumes responsibility for the consequences of those decisions, and for their social and environmental impacts. (EFMD-ILO connections: ML - Autonomy and responsibility (Specific competences of the educational programme) - SpecF3 - ILO 1: Communication)

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, 2018)
- Kotler, Kartajaya & Setiawan: Marketing 7.0: A Guide for Thinking Marketers in the Age of AI (Wiley, 2026)
- Venkatesan & Lecinski: The AI Marketing Canvas, Second Edition (Stanford Business Books, 2026)
- Aaker & Moorman: Strategic Market Management, 12th ed. (Wiley, 2023)
- Órai prezentációk és kiadott jegyzetanyagok / Lecture presentations and notes

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 on the size of the course announced at the beginning of the semester: 2 midterm test or 2 group project work, and optional homework (rules announced during the first lecture of the semester)

Performance assessment methods

EFMD-ILO connection: Group project work: Planning intra-team and external communication; producing shared documents. (ML ILO 1) Direct
assessment of collaboration, role-taking, conflict management and group performance.(ML ILO 4) Written exam: Independent critical analysis of a process or organisational problem. (ML ILO 2) Measures ability to solve management and marketing decision scenarios. (ML ILO 3) To pass the course, students must achieve a total score of at least 50% based on the combined results of the midterm tests or group project work. During the semester, students can earn extra points by completing additional assignments (optional work), which are automatically added to the final grade if the total score exceeds the minimum 50%. There is no minimum score required for each individual midterm test. There is no minimum score for group project works, but all tasks must be completed, submitted by the group and accepted by the lecturer.

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

- **1st midterm or group project work**: 50
- **2nd midterm or group project work**: 50
- **optional homework**: 30
- **total**: 100

Percentage of exam elements within the rating

Conditions for obtaining a signature, validity of the signature

Issuing grades

Excellent	90
Very good	87–89
Good	75-86
Satisfactory	62–74
Pass	50–61
Fail	0-49

Retake and late completion

Both midterm tests can be retaken or improved once. No further retakes are permitted. Group projects must be completed according to the schedule; they cannot be revised after submission. If submitted after the deadline, fewer points may be earned, depending on the semester schedule. These rules and the exact deadlines will be announced during the first lecture of the semester. Due to its nature, the optional homework assignment cannot be resubmitted, and the submitted assignment cannot be corrected.

Coursework required for the completion of the subject

participation in contact lessons	28
preparation for the tests or the group project work	48
writing the optional homework	14
total	90

Approval and validity of subject requirements

Consulted with the Faculty Student Representative Committee, approved by the Vice Dean for Education, valid from: 04.05.2026.

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 and planning

2 Creation of customer value

3 Advantages, process, levels and models of strategic situation analysis

4 Conclusions of the situational analysis and turning them into strategies

5 Segmentation and target market strategies

6 Analysis of product / market growth opportunities and marketing tools for implementation

7 Positioning: methods and strategies

8 Marketing Mix elements

Additional lecturers

Approval and validity of subject requirements