SUBJECT DATASHEET

MANAGEMENT AND MARKETING

BMEGT20MN47

I. SUBJECT DESCRIPTION

1. SUBJECT DATA

Subject name
MANAGEMENT AND MARKETING

ID (subject code) BMEGT20MN47

Type of subject
Contact lessons

Course types and lessons

Type	*Lessons*
Lecture	4
Practice	0
Laboratory	0

Type of assessment
term grade

Number of credits
5

Subject Coordinator

Name	*Position*	*Contact details*
Verseghi-Nagy Miklós	senior lecturer	verseghi-nagy.miklos@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 - ENG

Curricular role of the subject, recommended number of terms
Programme: **MSc in Management and Leadership**
Subject Role: **Compulsory**
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 give the participants an introduction to the fields of management and marketing, to understand their basic concepts, and to find out the specifics and possibilities of combining these two areas within the organization. The subject would like to provide better understanding of the features of management functions, the characteristics, rules and life cycle of organizations, with the specificities of these factors. Another goal is to understand the essence of the information available to marketers, to provide guidance on the processing and analysis of data available from consumers and the business market. Students will also gain insight into market segmentation, positioning and analysis of market competitors, combining management tools with the key features of corporate marketing strategy. During the discussion of the topics we refer to the applicable management and marketing methods based on their impact on the organization's efficiency.

Academic results

Knowledge

1. are familiar with all the key elements of the concept of business administration and management, and understand the relationships between them.
2. have the ability to overview the interactions of the functional units of the organization, their operational practices, especially in the field of marketing.
3. have confident methodological knowledge in different areas of management and marketing, understanding the application possibilities and combinations of the learned methodologies.

Skills

1. are able to compare the basic theories and concepts related to the management functions with the related marketing concepts, to elaborate rational arguments, and also to form and to defend their opinion in the different stages of management and marketing communication.
2. are able to recognize the connection between different processes in the field of marketing and management, and to select and design commonly usable methodologies.
3. use professional phrases of management, the terminology of the management and marketing fields, and the phrases of the professional vocabulary.
4. ML_ILO 2: Is capable of critically appraising research and its results in the discipline of management and leadership.

Attitude

1. accept that organizational features are historically and socially defined and constantly variable.
2. accept the historical and contemporary diversity of the Hungarian and European management and marketing tools and undertake to the represented values.
3. are open to all forms of professional innovation, inclusive, but not without reflection, to theoretical, practical and methodological innovations in both marketing and management fields.
4. consciously represent the methods used in their own profession and accept the different methodological features of other disciplines.
5. ML_ILO 1: Demonstrates a cultured, ethical and objective intellectual approach to people and social issues, while taking into consideration broader social, sectoral, regional, national and European values, including social, societal, ecological and sustainability considerations.
6. ML_ILO 4: Strives to develop their knowledge and professional relationships, and also encourages, assists, and supports their employees and subordinates in this regard.

Independence and responsibility

1. being in a professional working community are capable of performing, designing, organizing and managing complex tasks in accordance with the professional requirements.
2. organize their work with appropriate autonomy and responsibility in their own organizational structure.
3. are self-contained, constructive and assertive in forms of collaboration within and also out of the organization (especially in marketing and management fields).
4. ML_ILO 3: Assumes responsibility for the development of the organisation's strategy, independently considering its business, social, and ethical impacts during the preparation of senior management decisions.

Teaching methodology

Lectures, optional self and group work, presentations.

Materials supporting learning

- Stephen P. Robbins, Mary A. Coulter: Management (2017 Global edition) • Marketing Management: Kotler, Keller, Chernev (2021 Global edition)
- Kotler, Philip – Keller, Kevin Lane: Marketingmenedzsment. Akadémiai Kiadó, Budapest, 2012. ISBN 978-963-05-9251-2.
- Bauer András – Berács József: Marketing. Akadémiai Kiadó.
- Bauer András – Berács József – Kenesei Zsófia: Marketing alapismeretek. Akadémiai Kiadó

II. SUBJECT REQUIREMENTS

TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

General Rules

IFMD-ILO connection: Communicating analysis results; planning stakeholder messages. (ML ILO 1) Tests process analysis, planning and
decision-making tasks under supervised conditions. (ML ILO 2) Regular check of marketing and management theory knowledge. (ML ILO
3) Group work: division of tasks, consensus-building and joint decision-making. (ML ILO 4) The course has midterm examination, and for the assessment of knowledge, two midterms (50 points each) are written which contain topics with the same difficulty.

Performance assessment methods

Performance assessment during the term: The subject is assessed through two midterms and active participation. A minimum of 50% of each midterm is required to pass the subject. Active participation is implemented in the form of separate assignments.

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

- **1. partial performance evaluation**: 50
- **2. partial performance evaluation**: 50
- **active participation**: 10
- **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

Both midterms can be replaced/retaken. In case of retake, the result achieved on the repeat midtem is the final result. (It can also be lower than the previous result.) There is no further possibility to replace/retake midterms. Due to the nature of active participation, it cannot be retaken/replaced.

Coursework required for the completion of the subject

participation in contact lessons	56
preparing for the midterms	60
active participation	34
total	150

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

Subject includes the topics detailed in the course syllabus to ensure 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 Introduction, basic concepts of management
2 Specifics of Planning
3 Sub-functions of Organizing
4 Organizational structure, life cycle models
5 Controlling function, decision-making capability I.
6 Controlling function, decision-making capability II.
7 Introduction to Marketing Management
8 Analysing Marketing Information
9 Consumer Markets and Consumer Buying Behaviour
10 Business Markets and Business Buyer Behaviour
11 Marketing Strategy, Competitive Strategies
12 Segmentation, Targeting, Positioning, 4 Ps

Additional lecturers

Approval and validity of subject requirements