



# **SUBJECT DATASHEET**

## **MARKETING**

### **BMEGT20A002**

# I. SUBJECT DESCRIPTION

## 1. SUBJECT DATA

### Subject name

MARKETING

### ID (subject code)

BMEGT20A002

### Type of subject

contact lessons

### Course types and lessons

<i>Type</i>	<i>Lessons</i>
Lecture	2
Practice	0
Laboratory	0

### Type of assessment

term grade

### Number of credits

2

### Subject Coordinator

<i>Name</i>	<i>Position</i>	<i>Contact details</i>
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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

Programme: **Elective subjects**

Subject Role: **Elective**

Recommended semester: **0**

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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: 580119/9/2022. Valid from: 23.02.2022.

## 2. OBJECTIVES AND LEARNING OUTCOMES

### Objectives

The aim of the course is to acquaint students with the modern theories, business models and applicable tools of marketing management, which is one of the disciplines of management sciences. The subject places particular emphasis on highlighting the role of integrating technical and market knowledge in engineering decisions, with a particular focus on innovation. It highlights how marketing information, market and customer knowledge can help reduce innovation risk, and how new products can contribute to the success of a company.

### Academic results

#### Knowledge

1. Get acquainted with the specific research methods (knowledge acquisition and problem solving) of the field of marketing, abstraction techniques, methods of elaboration of practical aspects of theoretical issues, methods of planning, measuring and analyzing marketing sub-areas.
2. Get acquainted with the theories of marketing strategy, methods of analysis of strategic management, as well as the theoretical foundations of marketing sub-areas (for example: price, sales, advertising, product).

#### Skills

1. Formulate independent new conclusions, original ideas and solutions, are able to apply demanding analysis and modeling methods, to develop strategies for solving complex problems, to make decisions, in a changing domestic and international environment, as well as in organizational culture.
2. Are able to perform a detailed analysis of the various ideas that make up the knowledge system of the field of marketing, and to formulate the comprehensive and special connections.
3. Are able to identify special professional problems with a multifaceted, interdisciplinary approach, as well as to explore and formulate the detailed theoretical and practical background needed to solve them.

#### Attitude

1. Are critical of their own work and that of their subordinates, and show innovative and proactive attitude in dealing with economic problems. Are open and inclusive to new achievements in economics and practice.
2. Undertake the comprehensive and special relations, the professional identity, which form the special character, personal and community role of the field of marketing.
3. Authentically convey the summary and detailed problems of their profession.
4. Strive to make decisions in strategic decision-making situations as well as in unexpected life situations that require a new, complex approach, taking full account of legislation and ethical standards.

#### Independence and responsibility

1. Take responsibility for their own work, the organization they manage, their business, and their employees.
2. Interpret the professional opinion of established marketing. Take responsibility for their environmental and social impacts in new, complex decision-making situations.

### Teaching methodology

Lectures, oral and written communication, application of IT tools and techniques, optional exercises individually or in teams, work managing 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 assessment of the learning outcomes formulated in point 2.2 takes place in the form of two midterms.

#### Performance assessment methods

1. Performance assessment: With the two midterms max. 100 (50-50) points can be obtained. The condition for getting the signature is to obtain a total of 50 points from the two midterms. 2. Partial performance assessment (being active): students can receive a maximum of 7 points for class participation and being active.

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

- 1st midterm: 50%
- 2nd midterm: 50%
- partial performance evaluation: 7%
- total: 100+%

#### Percentage of exam elements within the rating

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

#### Issuing grades

Excellent	95-100
Very good	87-94
Good	75-86
Satisfactory	63-74
Pass	50-62
Fail	0-49

#### Retake and late completion

1. The two midterms' total is 100 points (50-50 points each). 2. The retakes also include a make-up options. For those who have not succeeded in the retake or did not participate on any, there is no additional replacement option.

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

participation in contact hours	$14 \times 2 = 28$
preparation for the midterms	$2 \times 8 = 16$
preparation on the written materials	16
total	60

#### Approval and validity of subject requirements

# III. COURSE CURRICULUM

## THEMATIC UNITS AND FURTHER DETAILS

### Topics covered during the term

To achieve the learning outcomes set out in section 2.2, the course consists of the following areas and topics.

- 1 Principles of marketing
- 2 Market of the company
- 3 Strategic planning and marketing strategy
- 4 Consumer market and consumer buying behaviour
- 5 Marketing information system
- 6 Product strategy
- 7 Price strategy
- 8 Distribution strategy
- 9 Marketingcommunication
- 10 Organizational buying behaviour

### Additional lecturers

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Gombos Nóra Julianna egyetemi tanársegéd gombos.nora@gtk.bme.hu

### Approval and validity of subject requirements