



# **SUBJECT DATASHEET**

## **BASICS OF MARKETING**

### **BMEGT20A004**

# I. SUBJECT DESCRIPTION

## 1. SUBJECT DATA

### Subject name

BASICS OF MARKETING

### ID (subject code)

BMEGT20A004

### Type of subject

Contact lessons

### Course types and lessons

<i>Type</i>	<i>Lessons</i>	<u>Type of assessment</u>
Lecture	4	Exam grade
Practice	0	<u>Number of credits</u>
Laboratory	0	5

### Subject Coordinator

<i>Name</i>	<i>Position</i>	<i>Contact details</i>
Dr. Szalkai Zsuzsanna	associate professor	szalkai.zsuzsanna@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 - ENG

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

Programme: **Business administration and management Bachelor's Programme from 2021/22/Term 1**

Subject Role: **Compulsory**

Recommended semester: **1**

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Programme: **Engineering Management Bachelor's Programme from 2015/16/Term 1**

Subject Role: **Compulsory**

Recommended semester: **1**

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Programme: **Engineering Management Bachelor's Programme from 2017/18/Term 1**

Subject Role: **Compulsory**

Recommended semester: **1**

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Programme: **Engineering Management Bachelor's Programme 2010**

Subject Role: **Compulsory**

Recommended semester: **1**

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Programme: **International Management Bachelor's Programme from 2018/19/Term 1**

Subject Role: **Compulsory**

Recommended semester: **1**

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Programme: **International Management Bachelor's Programme from 2020/21/Term 1**

Subject Role: **Compulsory**

Recommended semester: **1**

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Programme: **Finance and Accounting Bachelor's Programme from 2019/20/Term 1**

Subject Role: **Compulsory**

Recommended semester: **3**

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Programme: **Business Administration and Management Bachelor's Programme from 2018/19/Term 1**

Subject Role: **Compulsory**

Recommended semester: **1**

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Programme: **International Management Bachelor's Programme from 2022/23/Term 1**

Subject Role: **Compulsory**

Recommended semester: **1**

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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: 4th decision on the 580.450-2/2018 registration number. Valid from: 29.08.2018.

## 2. OBJECTIVES AND LEARNING OUTCOMES

### Objectives

The course's main aim is to provide understanding of the essence of marketing philosophy and learning about the practical application of marketing tasks and means. Students will receive an overview of the development of the new marketing concept, the implementation of modern marketing strategies, and assisting in strategic planning methods, models and tools. Another aim of subject is to provide knowledge about decision-making mechanisms of the consumer and factors of influence, pointing out the direction of change and the marketing challenges arising from them.

### Academic results

#### Knowledge

1. the main concepts of marketing management
2. the different corporate and environmental analysis methods and their specificities
3. learn about modern marketing concept and strategies
4. learn the deeper links between marketing research and marketing audit
5. the relationship between product and brand, positioning
6. pricing policy and its corporate specificities
7. the specifics of corporate communication
8. company sales systems and specificities

#### Skills

1. learning the context of marketing management, its designs, controls and makes efficiency-enhancing recommendations for the marketing activities of smaller enterprises.
2. use state-of-the-art analytical methods to analyse the company's macro- and microenvironment.
3. learn how to use state-of-the-art marketing communication tools and prepare an operational plan for company's marketing communications.
4. learn about the marketing-mix.
5. explores, organizes and analyses facts and fundamental relationships using the communication theory and methods studied.
6. he is able to express his thoughts orally and in writing in an orderly form.

#### Attitude

1. Cooperates with the instructor and fellow students in the development of knowledge.
2. Work independently while continuously expanding your knowledge.
3. Open to the use of state-of-the-art technology.
4. Continuously expands your knowledge by gaining knowledge.
5. Strives to develop and fulfil your own communication skills and abilities.
6. Open to accepting and integrating ideas from yourself and others in the sub-implementation of marketing management knowledge in communication.
7. Open to template-free management solutions.

#### Independence and responsibility

1. open to unique and effective marketing problem solving.
2. can work independently.
3. analyse and evaluate the available information in problem solving and use it to further develop towards multipolar problem solving.
4. accepts and integrates the opinions and ideas of others into your knowledge.
5. create and present individual ideas to fellow students.

### Teaching methodology

Lectures, verbal and written communication, IT tools and techniques, and optional exercises to be carried out independently.

### Materials supporting learning

- BME-MVT: Marketing: Fókuszban a termék. Typotex Kiadó, Budapest, 2017.
- Vágási M. (szerk.): Marketing stratégia és menedzsment. Alinea Kiadó, Budapest, 2007.
- Kotler, P., Armstrong, G.: Principles of Marketing. 16th Edition, Pearson, 2016
- További letölthető oktatási segédletek - More educational materials are available for download.

# II. SUBJECT REQUIREMENTS

## TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

### General Rules

The learning outcomes set out in point 2.2 are evaluated on the basis of two mid-term written test measurements (summary academic performance assessments), homework or exams.

### Performance assessment methods

1. Summary academic performance assessment: The two mid-term written performance measurements are 60 and 75 minutes respectively. The two written tests measurements can earn up to 150 (60-90) points, which is counted by a total of 50% in the assessment of the subject. The condition for signing is to obtain 150 points from the two papers together. 2. Sub-performance - evaluation (class assignment): the lessons are optional, can be completed during the semester, as advertised in the lectures, cannot be replaced and the points the students have earned is counted only in the exam, the signature cannot be obtained. During the semester, 6-10 written and/or oral lessons bonuses may be announced. 3. Sub-performance assessment (active participation): on a few occasions during the semester, the lecturer may also evaluate the performance of the lesson (e.g. comments, opinions, etc.), which is counted only in the exam and the signature cannot be obtained. 4. Combined the extra points with the lesson task and the active participation (detailed in the points 2 and 3), maximum 45 extra points (15%) can add to the total points when the exam note is calculated. Parts of the exam: 1. Written performance assessment: The exam test is 150 points, which is counted as 50% in the assessment of learning outcomes. The exam could include 60 minutes of short explanation and/or multiple choice and case study questions. 2. Mid-term results are included: the two midterm tests (described in point 3.2) can be counted at 17-33%, while the lesson assignment and active participation can be counted up to 15% in the exam evaluation. These achievements will be maintained and accounted for after the signature - as long as the student's signature is maintained until the semester required by the TVSZ.

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

- 1. midterm test: 50%
- 2. midterm test: 50%
- performance assessments (homework, additional points for active participation in lectures): 75%
- total: 100%+75%

### Percentage of exam elements within the rating

- Semester-end written exam: 80%
- optional midterm works and lesson points: 15%
- midterm results: 20%
- total: 100%+15%

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

English course: To get the signature, the student must reach at least 50% of the points that can be obtained under point 3.3. The performance assessment (homework, active participation) of 75% in point 3.3 is displayed during the semester, but it can only be counted in the exam points and cannot be counted against the signature. The signature is valid until the period that required by the TVSZ.

### Issuing grades

Excellent	90
Very good	87,5–90
Good	75–87
Satisfactory	62–74,5
Pass	50–61,
Fail	50

### Retake and late completion

1) Under Section 122§ (4) of the TVSZ, the student who has taken the course is entitled to a fee-free replacement of the summary performance evaluations one-time. 2) There are no individual minimum requirements for each midterm performance assessment, each of the two midterm tests can be replaced at the time advertised as a replacement during the semester according to the advertised schedule. 3) Since the homework is optional, it does not count for signing and it belongs to the part above 100% in the definition of the mark and cannot therefore be replaced. The deadline for submission and the description of the task will be announced in the class. 4) The homework which is submitted and accepted cannot be corrected. The lesson work which is checked and accepted cannot be corrected. 5) Active participation in class cannot be replaced, repaired or otherwise replaced. 6) If the a midterm (and the repeat midterm too) is repaired, the new results will be taken into account. 7) If the student is unable to pass the subject with 2 exam occasions, the student will not be able to obtain any further repairs and replacements during the semester.

### Coursework required for the completion of the subject

Participation in contact lessons	14×4=56
Prepare for the midterms	2×8=16
Make the optional homework or lesson work.	16
Continuous learning of mandatory materials	30
Preparing for the exam	32
total	150

**Approval and validity of subject requirements**

Consulted with the Faculty Student Representative Committee, approved by dr. Lógó Emma, Vice Dean for Education

Date:.....

Valid from .....2021.

# III. COURSE CURRICULUM

## THEMATIC UNITS AND FURTHER DETAILS

### Topics covered during the term

The subject includes the topics detailed below to ensure that 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 The basic concepts of marketing and marketing management
- 2 Analysis of the marketing environment and marketing strategies
- 3 Marketing information and marketing research
- 4 Consumer market and customer behaviour
- 5 Customer behaviour
- 6 Business-to-business marketing
- 7 Product strategy
- 8 New product development
- 9 Pricing strategies
- 10 Marketing channels
- 11 Integrated marketing communication
- 12 Online marketing

### Additional lecturers

Dr. Petruska Ildikó	egyetemi docens, associate professor	petruska.ildiko@gtk.bme.hu
Iványi Tamás	egyetemi tanársegéd, assistant lecturer	ivanyi.tamas@gtk.bme.hu
Dr. Bíró-Szigeti Szilvia	egyetemi docens, associate professor	szigeti.szilvia@gtk.bme.hu

### Approval and validity of subject requirements

Part I-III of the Subject Form is to be approved by the Head of Department of Management and Business Economics and named under 1.