SUBJECT DATASHEET

MARKETING

BMEGT20MW01

I. SUBJECT DESCRIPTION

1. SUBJECT DATA

Subject name
MARKETING

ID (subject code) BMEGT20MW01

Type of subject
contact lessons

Course types and lessons

Type	*Lessons*
Lecture	3
Practice	0
Laboratory	0

Type of assessment
term grade

Number of credits
5

Subject Coordinator

Name	*Position*	*Contact details*
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
angol - ENG

Curricular role of the subject, recommended number of terms

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: 581046/15/2021. Valid from: 24.11.2021.

2. OBJECTIVES AND LEARNING OUTCOMES

Objectives

The aim of the course is to present the role of marketing in the operation of organizations, by presenting the related tools and tasks of this area. The curriculum provides a comprehensive picture about the mapping methods of the strategic environment (information gathering, environmental and situation analysis models, methods), as well as the specifics of the marketing strategies that can be outlined on the basis of these characteristics. During the course, students get acquainted with the tasks, tools and strategies that can arise in the field of marketing. By completing the assignments during the semester, students will be able to propose a summarized solution to marketing problems that can be found in corporate life, using the knowledge acquired on the lectures.

Academic results

Knowledge

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

Skills

1. design, control and make efficiency-enhancing recommendations for marketing activities of enterprises through the context of marketing management.
2. use up-to-date methods to analyse the company's macro- and microenvironment.
3. use marketing communication tools and prepare an operational plan for the company's marketing communication.
4. reveal, organize and analyse facts and fundamental correlations.
5. express thier thoughts verbally, and in writing in an orderly form.

Attitude

1. are able to demonstrate flexibility, sensitivity to change, and proactive behavior.
2. are constructive, cooperative, and an initiator in a project or in case of group assignments.
3. are able to think long-term and analytical, being open to all forms of professional innovation, inclusive but not thoughtlessly permissive with every theoretical, practical and methodological innovations.
4. are open to critical self-esteem, to various types of professional training, and strives for self-improvement.
5. are consciously representing the methods of their own profession and accepting the different methodological features of other disciplines.

Independence and responsibility

1. are able to analyze and evaluate the available information for problem solving.
2. are able to perform and manage complex marketing planning tasks.
3. are alble to organize and control work and activities of staff with due autonomy and responsibility in concrete organizational structure.
4. are independent, constructive and assertive in forms of cooperation within and outside the institution.

Teaching methodology

Lectures, individual or group assignments and their presentation.

Materials supporting learning

- Az oktató által kiadott oktatási segédletek a tárgy Moodle oldalán. (https://edu.gtk.bme.hu)
- Kotler, P., Armstrong, G. (2016): Principles of Marketing. 16th Edition, Pearson

II. SUBJECT REQUIREMENTS

TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

General Rules

The assessment of the learning outcomes formulated in point 2.2: Two written midterm tests (30%-30%), and independent work, in which
students prepare a homework assignment by pre-defined conditions (30%), and then present the results in the form of a presentation (10%). The presentation takes place once in the semester, in the time of a lecture determined by the lecturers.

Performance assessment methods

Detailed description of the performance evaluations carried out during the term: - Two midterm tests: Each midterm test asks concepts and basic context related to the given topic. This typically consists of true of false, or single/multiple choice questions. - Performing teamwork according to predefined conditions and criteria: o Homework assignment: Students will work in groups. Students should develop
a marketing strategy for a new consumer product or service. The deadline of the assignment is announced by the lecturers on the first lesson of the course. The assignment has to be uploaded to the moodle site: http://edu.gtk.bme. o Presentation: The results of the teamwork are presented by each team as a presentation. The work of the groups is evaluated by the lecturers after the presentation. - During the semester, students can earn extra scores by completing separate tasks (which are automatically calculated above the minimum
50 scores).

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

- **1st midterm**: 30%
- **2nd midterm**: 30%
- **partial performance evaluation (homework assignment)**: 30%
- **partial performance evaluation (presentation)**: 10%
- **total**: 100%

Percentage of exam elements within the rating

Conditions for obtaining a signature, validity of the signature

Issuing grades

Excellent	91-100
Very good	87,5 –90
Good	75 –87
Satisfactory	62 –74,5
Pass	50 –61,5
Fail	0-49

Retake and late completion

1) Both of the midterm exams can be retaken or made up at the end of the semester. (those, who did not attend any of the tests cannot repeat) 2) According to the code of studies always the last achieved result is calculated, even in case of grade deterioration 3) The retake opportunity is considered only for students who have achieved at least a „Pass [E]”grade based on the result of the original midterms and partial performance evaluation. 4) Assignment and presentation cannot be repeated.

Coursework required for the completion of the subject

participation in contact hours	14×3=42
preparation for contact hours	14×2=28
preparation for the midterm tests	20
home assignments and presentation	20
independent acquisition of designated written curriculum	40
total	150

Approval and validity of subject requirements

0

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 Introduction to Marketing. Creating Customer Value
2 Analyzing the Marketing Environment. Marketing Strategy
3 Marketing Information and Customer Insight
4 Market Segmentation, Targeting and Positioning. Competitive advantage
5 Consumer Markets and Buyer Behavior.
6 Business Markets and Business Buyer Behavior
7 Products and Services
8 New Product Development
9 Pricing Strategies and Marketing Channels
10 Integrated Marketing Communication

Additional lecturers

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Approval and validity of subject requirements

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