



SUBJECT DATASHEET

MARKETINGMANAGEMENT

BMEGT20ML83

I. SUBJECT DESCRIPTION

1. SUBJECT DATA

Subject name

MARKETINGMANAGEMENT

ID (subject code)

BMEGT20ML83

Type of subject

contact lessons

Course types and lessons

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

Type of assessment

exam grade

Number of credits

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

Curricular role of the subject, recommended number of terms

Programme: **Accounting Master's Programme from 2019/20/Term 1**

Subject Role: **Compulsory**

Recommended semester: **2**

Programme: **Master of Business Administration MSc from 2019/20 Term 1**

Subject Role: **Compulsory**

Recommended semester: **2**

Direct prerequisites

Strong None

Weak None

Parallel None

Exclusion None

Validity of the Subject Description

Approved by the Faculty Board of Economic and Social Science (24.02.2021) decision in progress.

2. OBJECTIVES AND LEARNING OUTCOMES

Objectives

The aim of the course is to present the main fields of the marketing point of view, and the marketing management. Furthermore, to give an overview on the modern marketing concepts, tasks of marketing management, tools of implementation, research methods, and explain how to use them on the certain subareas of marketing – in accordance with other management areas.

Academic results

Knowledge

1. Know concept and the models of marketing management. Know how the organizations operate on the marketing point of view, and the tasks of marketing management.
2. Have an overview how the marketing management and other management areas are connected..
3. Have a confident knowledge about the research methods that establish marketing decisions.

Skills

1. Are able to recognize and analyse the changes on the market. Know how to implement into the marketing decisions, and know how to professionally apply the research methods that establish decisions.
2. Have the ability to argue rationally on the side of the marketing point of view, and able to communicate and work together efficiently with managers from other functional areas.
3. In their professional vocabulary, they confidently use the vocabulary of the marketing management profession, the basic scientific concepts of the profession, and the elements of the special vocabulary based on them.

Attitude

1. Behave flexibly, sensitive to the changes, behaves proactively.
2. Are open to all forms of professional innovation, inclusive but not without thinking, accepting theoretical, practical and methodological innovations.
3. Consciously represent the methods with which he / she works in his / her own profession and accepts the different methodological features of other disciplines.
4. Are open to critical self-assessment, various forms of professional training, self-developing methods of intellectual worldview and strives for self-development in these areas.

Independence and responsibility

1. Are able to perform and manage complex tasks in marketing management, implement the decisions to practice and control them.
2. Shall organize their work and the activities of the staff under their management with the independence and responsibility appropriate to their place in the organizational structure.
3. Are independent, constructive and assertive in forms of cooperation inside and outside the institution.

Teaching methodology

Lectures, case studies

Materials supporting learning

- Petruska Ildikó – Iványi Tamás: Marketingmenedzsment (MBA és Számvitel mesterszak oktatási segédlet, BME GTK MVT, 2021)

II. SUBJECT REQUIREMENTS

TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

General Rules

A 2.2. pontban megfogalmazott tanulási eredmények értékelése A tárgy írásbeli vizsgával zárul.

Performance assessment methods

A. Szorgalmi időszakban végzett teljesítményértékelések részletes leírása: A tanultak gyakorlati alkalmazásához kapcsolódó bónuszfeladatok a félév során kerülnek meghirdetésre az adott félév ütemezéséhez igazodva. A bónuszfeladatok megoldásával szerethető pontok a vizsgába beszámíthatók, a félév során ismertett szempontok alapján. B. Vizsgaidőszakban végzett teljesítményértékelés

(vizsga vagy szigorlat) vizsga érdemjegy: 60 perces, 100 pontos írásbeli vizsga A vizsga elemei: Változatos feladatok – rövid esszékérdések, feleletválasztós kérdések stb. – a tananyagnak a tárgyismertetőben kijelölt részeiből.

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

Percentage of exam elements within the rating

- írásbeli vizsga: 100%
- összesen: 100%

Conditions for obtaining a signature, validity of the signature

Az aláírás megszerzésének nincs feltétele.

Issuing grades

Excellent	91-100
Very good	81-90
Good	71-80
Satisfactory	61-70
Pass	50-60
Fail	0-49

Retake and late completion

Ismételt vizsga a TVSz szerint.

Coursework required for the completion of the subject

részvétel a kontakt tanórákon	12×2=24
folyamatos tanulás	12×3=36
vizsgafelkészülés	90
összesen	150

Approval and validity of subject requirements

III. COURSE CURRICULUM

THEMATIC UNITS AND FURTHER DETAILS

Topics covered during the term

A 2.2. pontban megfogalmazott tanulási eredmények eléréséhez a tantárgy a következő tematikai blokkokból áll. Az egyes félévekben meghirdetett kurzusok sillabuszaiban e témaelemeket ütemezzük a naptári és egyéb adottságok szerint.

- 1 Marketingkonceptió és –menedzsment
- 2 Marketingkörnyezet és marketingkutatás
- 3 Fogyasztói és üzleti piac
- 4 Businessmarketing és beszerzői magatartás
- 5 Értékvezérelt marketingstratégiai döntések
- 6 Termékmenedzsment
- 7 Márkamenedzsment
- 8 Árstratégiai döntések
- 9 Az értékesítési rendszer
- 10 Integrált online és digitális marketingkommunikáció

Additional lecturers

Dr. Petruska Ildikó egyetemi docens petruska.ildiko@gtk.bme.hu

Iványi Tamás egyetemi tanársegéd ivanyi.tamas@gtk.bme.hu

Approval and validity of subject requirements