



**SUBJECT DATASHEET**

**STRATEGIC MARKETING**

**BMEGT20MN39**

# I. SUBJECT DESCRIPTION

## 1. SUBJECT DATA

### Subject name

STRATEGIC MARKETING

### ID (subject code)

BMEGT20MN39

### 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

3

### Subject Coordinator

<i>Name</i>	<i>Position</i>	<i>Contact details</i>
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Dr. Kelemen-Erdős Anikó	associate professor	kelemen-erdos.aniko@gtk.bme.hu
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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 - EN

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

Programme: **Elective subjects**

Subject Role: **Elective**

Recommended semester: **0**

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Programme: **Management and Leadership MSc (in English) from 2019/20/Term 1**

Subject Role: **Compulsory elective**

Recommended semester: **2**

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Programme: **Master's programme in Management and Leadership from 2019/20/Term 1 (Autumn term start)**

Subject Role: **Compulsory elective**

Recommended semester: **0**

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Programme: **Master's programme in Management and Leadership from 2020/21/Term 2 (Spring term start)**

Subject Role: **Compulsory elective**

Recommended semester: **0**

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Programme: **Engineering Manager Msc - Management specialisation for students starting from 2016/17/Term 1**

Subject Role: **Elective for the specialisation**

Recommended semester: **0**

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Programme: **Management compulsory elective block**

Subject Role: **Compulsory elective**

Recommended semester: **3**

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Programme: **Engineering Manager Msc - Management specialisation**

Subject Role: **Elective for the specialisation**

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: 580251/13/2023 registration number. Valid

from: 29.03.2023.



## 2. OBJECTIVES AND LEARNING OUTCOMES

### Objectives

The aim of the course is to present the conceptual framework of strategic marketing, the theoretical foundations and practical tasks of marketing planning. Students will gain an insight about the role of marketing in the competitiveness of an organization based on conscious, systematic planning. The aim is also to provide students with a theoretical framework and methodological knowledge to understand the specific areas of strategic marketing planning and the impact mechanisms of market decisions. All this knowledge is presented in the context of a value-based approach to strategy.

### Academic results

#### Knowledge

1. Basic definitions and conceptual set of strategic marketing, types of marketing plans, the role and steps of marketing planning in the company.
2. Overview of the relationship between strategic, business and marketing planning, the concept of a value-based approach and how it is translated into the planning practice.
3. Confident knowledge of environmental analysis and information acquisition models and methods required for marketing planning. Knowledge of theoretical frameworks to synchronize marketing tools and programs and their strategic and tactical aspects of complex decisions

#### Skills

1. Having good situational awareness and responsiveness, thinking in appropriate structures. Applying acquired theories and methods, and being able to design a marketing plan, structure problems, target, select and apply appropriate analytical techniques.
2. Ability to make rational arguments in addition to marketing planning, communicate effectively with managers in other functional areas within the company, and allocate resources among the programs identified in the plan.
3. Ability to use professional terminology confidently from the vocabulary of strategic marketing and other special terms of the profession.

#### Attitude

1. Being able to demonstrate flexibility, sensitivity to change, and proactive behavior. Being constructive, cooperative, and an initiator in a project or in case of group assignments.
2. Being 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.
3. Being open to critical self-esteem, to various types of professional training, and strives for self-improvement.
4. Consciously representing the methods of his/her own profession and accepting the different methodological features of other disciplines.

#### Independence and responsibility

1. Ability to perform and manage complex marketing planning tasks.
2. Ability to organize and control work and activities of staff with due autonomy and responsibility in concrete organizational structure.
3. Being 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

- A tárgyhoz kapcsolódó jegyzet és a prezentációk a <https://edu.gtk.bme.hu> a tárgy neve alatt letölthetőek.
- Obligatory: written material designed for the course, or recommended textbook, and slideshows (<https://edu.gtk.bme.hu>)

## II. SUBJECT REQUIREMENTS

### TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

#### General Rules

Assessment of the learning outcomes described under section 2.2: Continuous assessment during the semester by one of the following methods depending of the language of the course - Hungarian course: 2 midterm test (50 scores each) covering topics of nearly the same difficulty and weight

#### Performance assessment methods

A. Detailed description of the assessments methods: Each midterm test asks concepts and basic context related to the given topic. This typically consists of test-like, or short questions. Completion of the semester requires to reach at least 50 scores in total, based on the midterms' aggregate results. During the semester, students can earn extra points by completing separate tasks (which are automatically calculated above the minimum 50 points).

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

- 1. részteljesítmény-értékelés (aktív részvétel): 50
- 2. részteljesítmény-értékelés (aktív részvétel): 50
- opcionális önálló munka (házi feladat): 20
- összesen: 100

#### Percentage of exam elements within the rating

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

#### Issuing grades

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

#### Retake and late completion

A. Detailed description of retake and make-up tests: • Only one of the midterm exams can be retaken or made up according to the CoS. • According to the code of studies always the last achieved result is calculated, even in case of grade deterioration • 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. • Please take into consideration that there is no other option to obtain the grade except for the midterms and their retake occasions at the specified dates • Partial performance evaluation can not be repeated.

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

participation in contact hours	24
preparation for partial performance evaluation	66
total	90

#### Approval and validity of subject requirements

# III. COURSE CURRICULUM

## THEMATIC UNITS AND FURTHER DETAILS

### Topics covered during the term

To achieve the learning outcomes outlined in section 2.2, the subject consists of the following thematic blocks. In the courses offered during each semester, these topics are scheduled according to calendar and other possible modifying factors:

- 1 Strategic marketing planning
- 2 Advantages, process, levels and models of strategic situation analysis
- 3 Segmentation and target market strategies
- 4 Analysis of product / market growth opportunities and marketing tools for implementation
- 5 Positioning: methods and strategies
- 6 Marketing Mix I.
- 7 Marketing Mix II.
- 8 Marketing Mix III.

### Additional lecturers

Dr. Petruska Ildikó	egyetemi docens	petruska.ildiko@gtk.bme.hu
Dr. Szalkai Zsuzsanna	egyetemi docens	szalkai.zsuzsanna@gtk.bme.hu
Iványi Tamás	egyetemi tanársegéd	ivanyi.tamas@gtk.bme.hu

### Approval and validity of subject requirements