

COURSE DESCRIPTION

Course name:	MARKETING	Course code:	
Course type:			
Classes	2	Creditpoints:	5
Semester:	I.	Training type	full time
Training programme			
Pre-requirements:			
Course leader:	Dr. Szilvia DÉS		
Lecturer:	Dr. Szilvia DÉS		
Department	Department of Marketing		
Objectives:	The objectives of the course is to familiarize students with principles and basic terminology of entrepreneurship and marketing. Understand the main steps of marketing strategy creation as well as the marketing mix elements and their application in real marketing situations.		
Short description:	In order to familiarize the basic concepts and methods of marketing we will use lectures (30%). With the help of seminars (70%) students will learn the practical part of the marketing work and business environment and the tools of market manipulation. The course places special emphasis on developing the students' skills of individual thinking, problem solving and working in groups.		
Competencies:	The students will be able to think "marketingly" i.e with a lot of horse sense. We will understand the principles of the companies' marketing environment, analyse markets and participate in a real procedure as an assistant in a concrete marketing strategy making process		
Course topics:	<p>Lectures:</p> <ol style="list-style-type: none"> 1. Introduction to the course. Objectives, Lectures and work on seminars, the course requirements. 2. Definition, possible interpretations of marketing, place within the company, function in the company's success. Marketing history and development, different corporate concepts in Theory and Practice, Marketing Strategy 3. Before the strategical planning: micro- and macro-environment analyzes 4. Strategy creation process 5. Marketing Information System: methods and principles for information needed and collected for everyday marketing 6. Characterization of markets, segmentation (types, conditions, segmentation mode), target group selection and its potential outputs. Positioning 7. Purchasing decision, its steps and influencing factors: external and internal forces that define consumer behavior 8. Product policy: product development process, steps, final product development, supply management 9. Pricing methods, pricing policy decisions on different sections of the product life cycle, price calculations 10. Sales system, sales channel and channel selection problems, distribution, logistics and marketing decisions 11. Marketing communication mix: the creation of messages and the means to deliver them. The advantages and disadvantages of the assets 12. Differences between ATL and BTL tools: their conditions of use, their potential, their solutions 13. Marketing-controlling: calculations to improve the effectiveness of marketing work. 		

Teaching methods:	Lectures: introduction of the main points and coherence and comprehension of the topics by the lecturer and discuss them with the students in dialogue Seminars: presentation of individual student' work and feedback of the lectures
Course re-quirements, and evaluation	The course is concluded with term mark. A term mark is given at the end of the course based on the evaluation of individual student' work (50%) and written tests (50%). The evaluation is on scale of one to five.
Compulsory literature:	Philip Kotler – Gary Armstrong: Principles of Marketing (12th or later edition) (Pearson Prentice Hall, Upper Saddle River 2012., 2010., 2008., 2006.)
Recommended literature:	Al Ries, Jack Trout: Positioning: The Battle for Your Mind (Warner Books 1993.) Al Ries, Jack Trout: The 22 Immutable Laws of Marketing (Collins Business, 1993.)