

Obuda University

Keleti Faculty of Business and Management

[GGXMA2ABNE] Principles of Marketing

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| Institute: | Gazdaság- és Társadalomtudományi Intézet (1084 Budapest, Tavaszmező u. 15-17.) | | Credit: | 4 | |
| Type of classes: | Nappali | | Language: | angol | |
| | | | Semester: | 2022/23/2 | |
| Level: | Műszaki menedzser BSc angol nyelvű képzés; | | | | |
| Responsible Teacher: | Dr. Kiss Mariann | | Teacher(s): | Dr. Saáry Réka; | |
| Consultations (total/week): | Heti | Lectures: | 2 | Practice lectures: | 2 |
| | | | | Labs: | 0 |
| | | | | Consultations: | 0 |
| Type of Exam: | vizsga | | | | |
| Aim of the subject: | The goal of the subject: The main aim of the subject is to provide foundational knowledge of the market and its marketing management tools. | | | | |
| Requirements during the semester (homeworks, essays, excercises, teamworks, presentations, part and final oral/written exam etc.): | <p>Expectations:</p> <ul style="list-style-type: none"> - The lectures are provided before seminars online in Moodle. The online and offline (detailed up-to-date information in Moodle) exercises are obligatory; the absence can not exceed the rate allowed in the SER. - Midterm test is in the 7th week. - Substitution test can be written in the 12. week and in the first ten days in the examination period. | | | | |
| Week of semester | Topics of lectures/practices | | | | |
| 1. | Basic concepts of marketing and its integration into corporate practice | | | | |
| 2. | Environment analysis | | | | |
| 3. | Consumer behavior. Buyung decision. Perception, attitude models | | | | |
| 4. | Organizational markets and buying behavior | | | | |
| 5. | Segmentation in consumer and organizational markets | | | | |
| 6. | Educational break - Easter Holiday | | | | |
| 7. | Midterm test | | | | |
| 8. | Product and service policy: Specifics and management of services | | | | |
| 9. | Price policy: The main aspects and methods of pricing | | | | |
| 10. | Place policy: Supply chain structures; Place choices and management | | | | |
| 11. | Marketing communication: The models of communication, forms of advertising | | | | |
| 12. | Market research | | | | |
| 13. | Make-up test (midterm test retake) | | | | |
| 14. | Pre-exam | | | | |

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| Type of evaluation, repetition, calculation of grade, etc. | <p>Grading: It consists of two parts: Presentation in a given topic: 20 % Midterm test: 40% Exam: 40%. The written test and exam results should exceed 50%. Point limits for the grade: 0-49% did not meet (1) 50-61% passed (2) 62-73% medium (3) 74-85% good (4) 86-100% excellent (5).</p> |
| Compulsory literature: | <p>Kotler, P., Wong, V., Saunders, J., Armstrong, G. (2005): Principles of marketing. 4th edition, Prentice Hall. chapter I., VII., VIII., XVIII., XIX. XX., pp. 474-476., pp. 604-613. Tanner, J. F., Raymond, M. A. (2012): Marketing Principles v. 2.0. chapter III., V., XV., pp. 192-200. Kelemen-Erdős Anikó, Saáry Réka (2018): Basics of marketing: Exercises and activites. Obuda University, Budapest Other teaching materials</p> |
| Suggested literature: | Other chapters of the required literature |

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