Institute: Department of Economics and Social Sciences Credits: 4  Study full-time: Language: english Semester: fall-spring technical information  Course owner: Dr. Mariann Kiss Teacher: Anilkó Kelemen-Erdős, Réka Saáry  Prerequisites:  Weekly / Semester hours: weekly Course: 2 Classroom Practice: 2 Lab: 0 Consultation: 0  Requirement: Exam. Condition of Signature: The requirements include: midtern test, presentation and acticity on the seminars. Activity on seminars: 10% Practice: 2 Lab: 0 Consultation: 0  Activity on seminars: 10% Practice: 2 Lab: 0 Consultation: 0  Activity on seminars: 10% Practice: 2 Lab: 0 Consultation: 0  Activity on seminars: 10% Practice: 2 Lab: 0 Consultation: 0  The main aim of the subject is to provide foundational knowledge of the market and its marketing management tools, in order to create marking strategy.  Mid-tern requirements: Make-up test can be written in the last lesson and in the first ten days of the examination period. The practical excesses should be administered.  Week of Education (Consultation)  (Consultation)  1. Basic concepts of marketing and its integration into corporate practice  2. Consumer behavior II. Artifule models  4. Organizational markets and buying behavior  5. Segmentation in consumer and organizational markets  6. Product policy I. Preduct assortment, hearding, file cycle management  11. Place policy I. The mini aspects and management of services  8. Preception of the mini aspects and management of services  1. Marketing communication II.: Advertising management  1. Marketing communication II.: The models of communication, forms of advertising  1. Marketing communication II.: The models of communication, forms of advertising  1. Product policy I. Precipion of the management of services  2. Consumer market; Consumer behavior I. Precipion  3. Consumer behavior II. Artifude models  4. Organizational markets and loving behavior  5. Segmentation in consumer and organizational markets  6. Product policy II. Specifics and management of services  8. Millern			Kele		Óbuda Univers y of Business ar	•	gement			
technical information    Course owner  Dr. Mariann Kiss   Teacher  Anikô Kelemen-Erdős, Reka Saáry	GGXMA2ABNE				Princ	iples of N	Marketing			
Teacher   Course owner,   Dr. Mariann Kiss   Teacher   Anikó Kelemen-Erdős, Réka Saáry	Institute:	Dep	partment of Eco	onomics a	nd Social Sciences				Credits:	4
Prerequisites:   Weekly   Semester hours:   weekly   Gourse:   2   Glassroom   2   Lab:   0   Consultation:   0	Study	full-time			La	nguage:	englisi	h	Semester:	fall/spring
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Requirement   Exam	Course owner:	Б	Dr. Mariann Kis	s		Teacher:	Anik	ó Kelemei	n-Erdős, Réka S	aáry
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					management					
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	Compulsory literature
2	Kotler, P., Armstrong, G. (2016): Principles of marketing. 16th edition, Prentice Hall, Global edition. Chapter I., Kelemen-Erdős, A., Saáry, R. (2017): Basics of Marketing: Exercises and Activities, lecture notes, Obuda University
3	
	Recommended literature
1 2	Tanner, J. F., Raymond, M. A. (2012): Marketing Principles v. 2.0. chapter III., V., XV., pp. 192-200.
3	
The quality assurance methods of the course:	TÜV CERT EN ISO 9001:2000
	Developed competences
	The student is able to determine the complex consequences of economic processes and organizational events.
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