

<b>Title of Subject: Marketing</b>	<b>NEPTUN code of Subject: GTMSK1020AB</b>
	<b>Type of Subject: compulsory</b>
<b>Lecturer: Dr Szabolcs NAGY</b>	
<b>Suggested Semester: 2</b>	<b>Preliminary learning conditions: n.a.</b>
<b>No. of Lessons: 2+2</b>	<b>Recitation: end-term examination</b>
<b>Credit: 5</b>	<b>Type of Course: Bachelor</b>
<b>Brief description of the subject:</b>	
The objective of the course is to give a comprehensive insight into marketing management and to teach students how to analyze marketing environment, customers and competition, and to use STP marketing in order to develop the appropriate marketing mix for the chosen segments.	
<b>Summary of lectures:</b>	
<ol style="list-style-type: none"> <li>February 18, 2014 Introduction Into Marketing Management. Understanding The Marketplace. The 4 Ps. Core Concepts.</li> <li>February 25, 2014 The Marketing Environment (Micro &amp; Macro). SWOT. PESTLE. Porter's 5 Forces Model.</li> <li>March 4, 2014 Marketing Research And MIS. Quantitative Methods. 10 Steps In The MR Process.</li> <li>March 11, 2014 Qualitative Research Techniques. Focus Groups. In-Depth Interviews. Questionnaire design. Classification Of Variables. Survey Research. Sampling.</li> <li>March 18, 2014 Analyzing Business Markets And Business Buying Behavior. Buy-Classes. Buy-Phases. Participants In The Business Buying Process. Vendor Analysis.</li> <li>March 25, 2014 Analyzing Consumer Markets And Buyer Behavior. Routine, Limited &amp; Extensive Decision Making. Decision Making Process. Roles In The DMP. Influences On Consumer Behavior.</li> <li>April 1, 2014 Dealing With The Competition. Industry Competition Factors. Characteristics Of Competitive Structures. Core Competency. Market Share. Share Of Mind. Share Of Heart. BCG. McKinsey-GE Matrix.</li> <li>April 8, 2014 Marketing Planning. Marketing Plan Objectives. Marketing Plan Outline. STP Marketing: Segmentation &amp; Targeting. Market Segments. Segmentation Process. Preferences Patterns. Segmentation Variables. Segment Profiles. MASDA Criteria. Market Targeting.</li> <li>April 15, 2014 STP Marketing: Crafting The Brand Positioning. Identity &amp; Image. Product Differentiation. Market Positioning. USP. UEP. Perceptual Map.</li> <li>April 22, 2014 Holiday</li> <li>April 29, 2014 Setting The Product And Branding Strategy. Product Levels. Consumer &amp; Industrial Goods Classification. Brand. Brand Awareness Branding Approaches. Derived Brands. Brand Extension. Labeling. Private Labels. Product Life Cycle (PLC). PLC Stages. New Product Development (NPD).</li> <li>May 6, 2014 Developing Price Strategies And Programs. Determinants Of Price. Pricing Process. Pricing Objectives. Determining Demand. TCO. Estimating Cost. Setting The Price. Adapting The Price.</li> <li>May 13, 2014 Managing Retailing, Wholesaling, And Logistics; Major Retailer Types. Location Decisions. Trends In Retailing. Push And Pull Strategy. Advertising, Sales Promotion, Public Relations, And Direct Marketing. The 5 Ms. Deciding On Media Timing.</li> </ol> <p>Seminars are in sync with the lectures.</p>	
<b>Method of Mid-Semester Task:</b>	
Strong written and oral English is a must and a prerequisite. Active participation in classes is evaluated and contributes to the final grade. Mid-term assignment: Oral presentation on a chosen field of marketing.	
Written exam: a test with essay questions, true/false, multiple choice and short answer questions.	
<b>Evaluation of the Subject:</b>	
Final grade composition: test (50 points) + oral presentation (40) + in-class activity (10 points) = 100 points	
Written test minimum requirement is at least 26 points.	
Grades: 0-50 points (1) 51-65 points(2) 66-75 points(3) 76-85 points(4) 86-100 points (5)	
<b>Obligatory Literatures:</b>	
<ol style="list-style-type: none"> <li>Szabolcs Nagy: Lecture notes, 2014</li> <li>P. Kotler – K. L. Keller: Marketing Management 14e, Pearson 2011</li> <li>Laszlo Jozsa, Istvan Piskoti, Gabor Rekettye, Zoltan Veres –Decision- oriented Marketing, Akademiai Kiadó, Budapest, 2005</li> <li>Solomon –Marshall –Stuart: Marketing – Real People Real Choices 4th Edition, Pearson, 2006</li> </ol>	
<b>Proposed Literatures:</b>	
<ol style="list-style-type: none"> <li>Michael Levens – Marketing – Defined, Explained, Applied, Pearson 2010, ISBN:0-13-701329-9</li> <li>Brassington – S. Pettitt: Principles of Marketing, Prentice Hall, Pearson Education, 4th Edition, 2006</li> <li>Rohit Bhargava: 15 Marketing Trends In 2013 And How Your Business Can Use Them, 2012</li> </ol>	