

| <b>Principles of Marketing</b>  |   |                                   |   |  |   |
|---|---|-----------------------------------|---|--|---|
| Code....(full-time) / Code....(part-time)   |   |                                   |   |  |   |
| A marketing alapjai   |   |                                   |   |  |   |
| <b>Responsible unit (institute/department):</b><br>Institute of Economics and Management  | <b>Number of lessons per week/semester:</b><br>Full-time: 2 | <b>Credit value:</b><br>6         |   | <b>Prerequisites:</b><br>-                 | <b>Prerequisite for exam:</b><br>-              |
| <b>Lecturer in charge of the subject:</b><br>Simay, Attila Endre  | <b>Type of course:</b><br>elective                          | <b>Recommended semester:</b><br>- | <b>Semester in which the course is offered:</b><br>Autumn | <b>Language of instruction:</b><br>English | <b>Type of evaluation:</b><br>exam (colloquium) |
| <b>Lecturer(s):</b><br>Simay, Attila Endre  |   |                                   |   |  | <b>Method of evaluation:</b><br>oral            |
| <b>Description of professional content and purpose of the course:</b>   |   |                                   |   |  |   |
| <p>The course would like to provide a brief, but comprehensive overview about marketing as a business discipline. The course will provide essential knowledge about the basics of marketing and how to manage marketing in a company, general chapters will help to understand how marketing operate in a business environment with topics like market research, consumers, strategies, positioning, branding. Meanwhile the 4P of marketing also discussed as the main functional areas of this business discipline as product, price, place, and promotion policies.</p> <p>The main topics and lectures will be Market Insights and Research, Consumer Behaviour and Consumer Markets, Identifying Market Segments and Targets, Branding, Product Strategy and New Offers, Designing and Managing Services, Developing Pricing Strategies and Programs, Trade and Commerce, Advertising and Mass Communications, Digital and Personal Marketing Communication and the Holistic Marketing approach.</p> |   |                                   |   |  |   |
| <b>Short outline, description of acquired knowledge, skills and competences:</b>  |   |                                   |   |  |   |
| Comprehensive overview about marketing as a business discipline, how the 4P of marketing can be implemented in business practice.   |   |                                   |   |  |   |
| <b>Requirements during the semester and teaching methods:</b>   |   |                                   |   |  |   |
| Active participation is the lectures.   |   |                                   |   |  |   |
| <b>Compulsory sources/reading, bibliography, available sources for the acquisition of knowledge, skills and competences:</b>  |   |                                   |   |  |   |
| <ul style="list-style-type: none"> <li>• Kotler, Philip – Armstrong, Gary (2017): Principles of Marketing (17th edition). Pearson Publishing</li> <li>• Kotler, Philip – Keller, Kevin Lane – Chernev, Alexander (2021): Marketing Management (16th edition), Pearson Publishing.</li> </ul>  |   |                                   |   |  |   |
| <b>Recommended additional sources/reading:</b>  |   |                                   |   |  |   |
| <ul style="list-style-type: none"> <li>• McMurtry, Jeanette Maw (2017): Marketing For Dummies. Wiley and Sons Inc.</li> </ul>   |   |                                   |   |  |   |
| <b>Exam topics and/or questions:</b>  |   |                                   |   |  |   |
| A list of the required professional competences, competence elements (knowledge, skills, etc.), based on point 7 (bachelor) or 8 (master) of the programme and outcome requirements, to which the course typically and substantially contributes:   |   |                                   |   |  |   |
| <ul style="list-style-type: none"> <li>a) Knowledge <ul style="list-style-type: none"> <li>Understanding the concept of marketing, marketing management, market orientation</li> <li>Obtain a comprehensive knowledge about the main functions of the marketing mix</li> </ul> </li> <li>b) Skills</li> </ul>   |   |                                   |   |  |   |

Capable to adapt the market orientation issues in business environment

Able to use marketing theory in business challenges.

c) Attitude

Respect the values of consumers and other stakeholders of the company

Open to changes and adaptations in the marketing function and/or business practices.

d) autonomy and responsibility

Responsible for own works and tasks.

Take responsibility about moral standards how a marketing program can be implemented.

Notes (e.g. special device, student number limits): -