

## DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Marketing and Communication Management
Name of the subject in English:	Marketing and Communication Management
Credit value of the subject:	3
The code of the subject in the electronic study system:	MN-MACOMA-03-EA
Classification of the subject:	Obligatory
Language of instruction (in case of non-Hungarian courses):	English, Hungarian
Institute or department responsible for the subject:	Institute of Marketing
Course type and number of contact hours:	Lecture, class per week: 2, class per semester: 0
Mode of study: (Full-time / Part-time):	Full-time training
The semester in which the subject is open for registration:	2022/2023 1st semester
Prerequisite(s):	-

### THE PURPOSE OF THE SUBJECT, LEARNING OUTCOMES:

The students will be able to use the marketing tool strategies, marketing planning and market research. The students will acquire the participation in a complex marketing planning process.

Students will go through all the important elements of the modern value based marketing planning to be able to cope with business-like environment where they are seeking for new and niche solutions to introduce to the market.

During the semester students will be equipped with the knowledge of business and marketing situation analysis, group work and responsibility sharing, task delegating/sharing, complex problem solving and generating new/niche ideas/products/services. The subject will also aid students in business discussion, presentation of concepts and transferring/selling their business ideas with a steady knowledge based background.

The basic aim of the subject is to make students familiar with the special concepts of marketing and communication management and be able to analyse market information, situations, and reaction possibilities. The subject makes students be able to participate in decision preparing in business environment.

### SUMMARY OF THE CONTENT OF THE SUBJECT

Students will have individual work with the case studies and they are going to be a hand-in assignment and will be discussed during the lecture as well in order to provide feedback and a broader picture.

Students will have to work in groups during the whole semester and share responsibilities in preparing the business canvas, orbiter and value based marketing planning. Groups will have to be able to present and defend their projects and ideas in class.

Students should analyse the business environment and come up with new products/services in other words niche ideas. The classes will lead students from analysis and idea setting through value based and knowledge oriented marketing management to a final presentation and defence of their concept in the value based marketing plan.

### **STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:**

Students will be given specific case studies to read and hand in own analysis. It will help students to get involved in multiple sectors and broaden their point of view as well as the discussions will generate more conclusions and a clear moral.

Students will have to prepare and hand in the business canvas in group work to their own business idea and will have to be able to discuss it within the group/class. The business concept will be clearly worked out and shown in the business canvas in order to motivate students to create a full picture of their product/service that should be marketed. The topics will be discussed during class as well.

Students will have to create an orbiter in group work showing the main areas of their business values. Values are critical in marketing communication to be found. The whole class will work together in this task and multiple ideas will be coming to surface.

Students will have to summarise their business concept within an overall assignment in group work of value based marketing planning. This plan will contain all the details taken into consideration in the business canvas or the orbiter and will aid students with a business-like approach.

All the group works will be presented and discussed about during the semester.

### **EVALUATION OF THE SUBJECT:**

Case study analysis handed in: 5+5+5+5 points (20 pts) - It is an individual task related to the lessons to broaden the students' scope. All the case studies will be discussed at the lessons together in class to share opinions and boost discussion capabilities. The case studies must be handed in via Coospace BEFORE the lecture where the discussion of it takes place. Later hand in will result 0 points and there is no chance to re-do it. Deadlines will be given at the beginning of the semester.

Business canvas (20pts) - Group work. It will be set up in a group that will work together without changes during the whole semester. The parts of the business canvas will be discussed during the lessons with feedback. Full version will be presented by the group. Deadlines will be given at the beginning of the semester.

Orbiter (20pts) - Group work. It will be set up in a group that will work together without changes during the whole semester. The parts of the orbiter will be discussed during the lessons with feedback. Full version will be presented by the group. Deadlines will be given at the beginning of the semester.

Exponential value based plan (40pts) - Group work. It will be set up in a group that will work together without changes during the whole semester. The parts of the business canvas will be discussed during the lessons with feedback. Full version will be presented by the group. Deadlines will be given at the beginning of the semester.

0-50-Fail

51-65-Satisfactory

66-75-Good

76-85-Very good

86-100-Excellent

Offered grade can be given: No.

### **OBLIGATORY READING LIST:**

- Kotler, Philip: *Marketing 4.0 : moving from traditional to digital.* , 2017
- Kotler, Philip: *Marketing management.* Pearson, 2016

- Kotler, Philip: *Principles of marketing*. Pearson, 2020

**RECOMMENDED READING LIST:**

- Garrison, Paul: *Exponenciális marketing*. HVG Kv, 2006