DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Marketing Theory and Marketing Management in the Digital Age
Name of the subject in English:	Marketing Theory and Marketing Management in the Digital Age
Credit value of the subject:	6
The code of the subject in the electronic study system:	MN-MTMMDA-06-KG
Classification of the subject:	Obligatory
Language of instruction (in case of non-Hungarian courses):	English
Institute or department responsible for the subject:	Institute of Marketing
Course type and number of contact hours:	Lecture + Practical, class per week: 2+2, class per semester: 0+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 aim of this course is to give an overview of the development of marketing theory, as well as logic, tools and solutions of marketing management. During the semester, actual trends and latest technologies will also be reviewed by analysing good and bad examples. By the end of the course student will be able
•   to understand the shift from traditional to digital marketing,
•   to review different brand positioning strategies and brand equity concepts,
•   to plan a marketing strategy – considering theoretical background and latest marketing trends.

SUMMARY OF THE CONTENT OF THE SUBJECT

Marketing Theory and Marketing Management in the Digital Age is one of the first subjects of the Marketing MSc programme. During the semester we will review and summarize main marketing concepts, with a special focus on brands and digital marketing, introducing recent marketing campaigns. This is a very good opportunity to build a common understanding of basic marketing frameworks, and to discuss their implementation in corporate marketing strategies.

STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

Your active participation, creativity and ideas will be needed during the classes to maximize customer value of this course.
- The written exam consists a test during the exam period (50% of the grade).
- The end-of-term task, the marketing strategy will be created for an existing or non-existing company about specific topics of the semester. List of available topics will be announced at the beginning of the semester (25% of the grade).
- The groupwork is an interactive experiment with a variety of learning methods. Students will utilize online sources (course books, Coursera, Statista, YouTube etc.) to summarise the most relevant marketing concepts to their peers during the classes (25% of the grade).
The details of all tasks will be discussed at the beginning of the semester, the description will be shared via CooSpace.

EVALUATION OF THE SUBJECT:

Students will receive a written feedback in form of a formative assessment via CooSpace for the essay and the groupwork, highlighting strengths and areas to be developed.

Evaluation criteria of the essay:
- creativity
- utilization of previous work or learning experience
- appropriate practical application of theoretical concepts

Evaluation criteria of the groupwork:
- creativity
- efficient use of available sources
- level of student engagement

Grade totals:
- Exam (test): 50%
- Marketing strategy (essay): 25%
- Groupwork: 25%

Grading:
- 0-50 - fail (1)
- 51-62 - pass (2)
- 63-75 - satisfactory (3)
- 76-85 - good (4)
- 86-100 - excellent (5)

Offered grade can be given: No.

OBLIGATORY READING LIST:

- Kotler, Philip: *Marketing 4.0 : moving from traditional to digital.* , 2017 (Chapters Nr. 1-5, 9-10)
- Kotler, Philip: *Marketing 5.0 : technology for humanity.* , 2021 (Chapters Nr. 1, 5-8, 10)
- Kotler, Philip: *Marketing management.* Pearson, 2016 (Chapters Nr. 1-2, 4-6, 9-11, 15, 23)

RECOMMENDED READING LIST:

- *Contemporary issues in digital marketing.* , 2021
- Baines, Paul,: *Marketing.* , 2017