

DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Principles of Marketing
Name of the subject in English:	Principles of Marketing
Credit value of the subject:	3
The code of the subject in the electronic study system:	BN-PRINCM-03-EA
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, 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:

Completing the course, students will be able to:
 Define and explain core marketing terms and concepts.
 Explain how the environment affects a firm's marketing effort.
 Explain and describe influences on consumer behavior and the buyer's decision process.
 Demonstrate an understanding of the concepts of segmentation, targeting and positioning.
 Demonstrate an understanding of the marketing mix and how it is used.
 Describe the role of marketing within service firms and non-profit organizations.
 Describe the types of marketing research and identify their role in a firm's marketing efforts.

SUMMARY OF THE CONTENT OF THE SUBJECT

This course examines the business function of Marketing. Students will learn how marketers deliver value in satisfying customer needs and wants, determine which target markets the organization can best serve, and decide upon appropriate products, services, and programs to serve these markets. Topics include branding and product development, pricing strategies, marketing research, promotion, supply chain management and service marketing. Marketing metrics will be used throughout the course to assess the impact of marketing strategies.

STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

Attentive focus, questions, goals. Formulating needs and expectations.
 Answering roundup questions based on own notes, focused attention, note-taking, formulating questions, providing relevant examples and ideas.

EVALUATION OF THE SUBJECT:

End of term multiple choice test based on the recorded video lectures as well as the slides interpreted throughout the course. An assessment of a one page essay is to hand in with the content of a checklist of the criteria points a company should use to build a narrative to address his or her age group. The essay provides extra points for the exam, which is passed if more than 50 percent is reached. The exam is provided on the CooSpace platform and consists of 40 question. Below the video recorded lectures, a set of practice questions are given enabling students to get insight into the testing criteria.

Offered grade can be given: No.

OBLIGATORY READING LIST:

- *Continuing to broaden the marketing concept.* , 2020

- Rekettye Gábor: *Value creation 4.0 : marketing products in the 21st century*. Transnational Press London, cop. 2019
- Barbara E. Kahn, Jagmohan Raju, Peter Fader: Introduction to Marketing, Wharton University Coursera Course, 2022, <https://www.coursera.org/learn/wharton-marketing> (Taught by three of Wharton's top faculty in the marketing department, consistently ranked as the #1 marketing department in the world, this course covers three core topics in customer loyalty: branding, customer centricity, and practical, go-to-market strategies.

Key principles:

- Branding
- Customer centricity
- Go-to-market strategies
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- Paul Baines—Chris Fill—Sara Rosengren: Marketing, Oxford , Oxford, 2017. , <https://global.oup.com/ukhe/product/marketing-9780198809999?cc=hu&lang=en&> (ISBN 978-0-19-874853-3)