

Subject name: Marketing management		subject code: GUEMM1CBNF GUEMM1CBNF	weekly/semester hours: full time: 1Lc+2Pr+0lab part-time: 5Lc+10tgy+0lab
Credits: 4 Requirement: exam		Pre-requirement: -	
Subject owner: Dr. habil Szilárd Berke	Position: associate professor	Faculty and Department name: Keleti Károly Faculty of Business and Management Department of Marketing, Management and Methodology	
Way of Assessments: Analysis of case studies and written exams in weeks 7 and 13			
Course description: The aim of the course is to provide students with a deeper, systematic knowledge of the market operation of companies, the management tasks of marketing activities, and the basics of strategic marketing. Through case studies, students will analyse corporate marketing strategies, identify possible marketing objectives, define operational tasks, possible tools for performance measurement, and learn about the process of marketing planning - all in a modern management approach with a focus on value creation.			
Detailed description of the subject, schedule			
Education weeks	Topics for lectures and practices		
1.	Creating core values: vision, mission, philosophy. Culture.		
2.	Integrating core values into key processes. Porter's value chain model.		
3.	Analysis of the internal environment. Marketing research.		
4.	Analysis of the external environment. Market research. Customer analysis. Competitor analysis. Benchmarking.		
5.	Competition and strategy. Industry situation. Life cycle.		
6.	Core strategies. Offensive, defensive, staying put. Growth strategies, cooperation. 7 characteristics of excellent companies.		
7.	Exam test. Lesson: Strategy selection and measurement.		
8.	Internal marketing: creating value for employees.		
9.	External marketing: creating value for customers. Kapferer brand identity prism.		
10.	Managing comparative competitive advantage.		
11.	Global brand strategies based on the 4Ps.		
12.	Trends, future professional challenges.		
13.	Exam test		
14.	Substitution		
Mid-term requirements			
Case studies, exam tests			
Midterm papers, exams, submissions:			
1.	Exam tets, week 7		
2.	Exam test, week 13		
3.			
4.			

The signature requirement, the method used to form an exam mark:
The signature of the examination is conditional on the completion of the final examination paper with at least a sufficient level and attendance of classes (according to the relevant, current university regulations). The examination mark is based on 100% of the examination result. The marks are: 61% = sufficient, 71% = average, 81% = good, 91% = excellent.
Professional competences to be acquired
<p>a) your knowledge</p> <ul style="list-style-type: none"> - Knowledge of the basic, broad concepts, theories, facts, national economic and international contexts of economics, relevant economic actors, functions and processes. - You have mastered the basic theories and characteristics of the micro and macro levels of organisation of the economy, and have mastered the basic methods of information gathering, mathematical and statistical analysis. - Knowledge of the rules and ethical standards of cooperation in projects, teams and work organisations, project management. - Comprehensive knowledge of the basic facts, trends and boundaries of the subject area of commerce and marketing, the structure, functioning and interrelationships of economic and professional organisations, the behaviour of actors, the external and internal environmental, behavioural, informational and motivational factors that determine it, and the information and decision-making processes. - Knowledge of the main contexts, theories and concepts related to the field of trade and marketing. - Knowledge of the concepts, tools and methodologies of marketing in the business and non-profit sectors. Knowledge of the role of marketing in the operation of the company or institution, the relationship of marketing with other processes and functions of the organisation. - Knowledge of the process of consumer and customer behaviour, the field of consumer protection. - Knowledge of the processes, legal and ethical requirements of sales and marketing. Knowledge of the functioning and organisation of commercial enterprises, the main work processes and techniques of commercial activity. Knowledge of logistics processes. - Knowledge of the methods and background of e-business. - Possesses a basic knowledge of business vocabulary in mother tongue and at least one foreign language. <p>b) skills</p> <ul style="list-style-type: none"> - Ability to manage short- and medium-term marketing and sales decision-making processes, to identify and adapt to rapid market changes. - Ability to prepare marketing research tasks in preparation for marketing and commercial decisions, to formulate the research design and to conduct the research, analysing the basic context. - Ability to work effectively in economic, marketing and commercial projects in business organisations, - Ability to manage marketing and commercial departments and enterprises. <p>c) Attitude</p> <ul style="list-style-type: none"> - An ability to develop his/her knowledge and working relationships and to cooperate with his/her colleagues. - Seek to use self-training as a means of achieving professional goals. <p>d) Autonomy and responsibility</p> <ul style="list-style-type: none"> - Under general professional supervision, independently carries out and organises the tasks defined in the job description. - Under professional guidance, thinks through and develops, on the basis of the resources available to him, general and specific trade and marketing issues. - Responsible for developing and justifying professional views on trade and marketing.
Literature
<p>Required</p> <p>Kotler, P.-Keller, K.: Marketing Management 15th Edition, Pearson, 2014, ISBN: 978-0133856460 Materials for classroom lectures and exercises</p> <p>Recommended</p> <p>Jean-Noël Kapferer: The New Strategic Brand Management. Advanced insights and strategic thinking. Kogan Page Limited, 2012, ISBN: 978 0 7494 6515 5 Marin A. Marinov: Value in Marketing. Retrospective and Perspective Stance. Taylor & Francis, Routledge, 2020, ISBN: 978-0-367-20948-3</p>

Russell Abratt, Michael Bendixen: Strategic Marketing. Concepts and Cases. Routledge, 2019, ISBN: 978-1-138-59364-0
Ayantunji Gbadamosi, Ian K. Bathgate, Sonny Nwankwo: Principles of marketing. A value-based approach. PALGRAVE MACMILLAN, 2013, ISBN: 978-0-230-39270-0