

Óbuda University Keleti Faculty of Business and Management										
GGTMA1AMND		Basics of Marketing								
Department:		Institute of Business Management 1084 Budapest, Tavaszmező u. 17.					ECTS:		5	
Training:		Full-time		Language:		English		Semester: 2019/20/1		
Training programme:										
Responsible professor for course:		Mariann Kiss, Ph.D		Professor:		Réka Saáry				
Preliminaries:		-								
Number of classes (week/semester)		Weekly	Lecture:	2	Practice:	2	Laboratory:	0	Consultation:	0
Obtaining the grade:		Exam								
Requirements for signature:		The requirements include: midterm test, presentation and activity on the seminars.								
Grade is made up of:		Activity on seminars: 10% Presentation in a given topic: 20 % Midterm test: 20% Written exam: 50%. The exam result should exceed 50%.								
Goal of the subject:		The main aim of the subject is to provide foundational knowledge of the market and its marketing management tools, in order to create marketing strategy.								
Requirements during the semester:		Midterm test in the 8th week. Make-up test can be written in the last lesson and in the first ten days of the examination period. The practical exercises should be administered.								
Week		Topics (lecture)								
1.		Basic concepts of marketing and its integration into corporate practice								
2.		Consumer market; Consumer behavior I. Perception								
3.		Consumer behavior II. Attitude models								
4.		Organizational markets and buying behavior								
5.		Segmentation in consumer and organizational markets								
6.		Product policy I. Product assortment, branding, life cycle management								
7.		Product policy II. Specifics and management of services								
8.		Midterm test								
9.		Price policy I. The main aspects and methods of pricing								
10.		Price policy II. Pricing in practice								
11.		Place policy I. Supply chain structures and management								
12.		Place policy II. Place choices and management								
13.		Marketing communication I.-II.								
14.		Make-up test, Preexam								
		Required literature								
1		Kotler, P., Armstrong, G. (2016): Principles of marketing. 16th edition, Prentice Hall, Global edition. Chapter I., VII., VIII., XVIII., XIX. XX., pp. 474-476., pp. 604-613.								
2		Kelemen-Erdős, A. , Saáry, R. (2017): Basics of Marketing: Exercises and Activities, lecture notes, Óbuda University								
3										
4										
		Recommended literature								
1		Tanner, J. F., Raymond, M. A. (2012): Marketing Principles v. 2.0. chapter III., V., XV., pp. 192-200.								
2										
3										
4										
Quality assurance method:										
		Developed competencies								