

Óbuda University Keleti Faculty of Business and Management											
GGTMA1AMND		Basics of Marketing									
Institute		Institute of Economics and Social Sciences (1084 Budapest, Tavaszmező str. 15-17.)				Credits		5			
Course type		full.time		Language:		english		Term: spring			
Major:		Dr. Mariann Kiss			Lecturer(s)		Dr. Anikó Kelemen-Erdős, Réka Saáry				
Prerequisites:											
Number of sessions/week/term		weekly		Lecture	2	Seminar	2	Lab	0	Consultation	0
Exam/course assignment:		exam									
Requirements of signing:											
Requirements of the grade:											
Course objectives:		The main aim of the subject is to provide foundational knowledge of the market and its marketing management tools.									
Course assessments:		<ul style="list-style-type: none"> - The lectures and exercises are obligatory; the absence can not exceed the rate allowed in the SER. - Midterm test is in the 8th week. - Substitution test can be written in the first ten days in the examination period. - The practical tasks should be administered. 									
Week (Consultation)		Course content (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.: The models of communication, forms of advertising									
14.		Marketing communication II.: Advertising management									
Week (Consultation)		Course content (seminar)									
1.											
2.											
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9.											
10.											
11.											
12.											
13.											
14.											
		Compulsory literature									
1		Kotler, P., Wong, V., Saunders, J., Armstrong, G. (2005): Principles of marketing. 4th edition, Prentice Hall. chapter I., VII., VIII., XVIII., XIX. XX., pp. 474-476., pp. 604-613. Tanner, J. F., Raymond, M. A. (2012): Marketing Principles v. 2.0. chapter III., V., XV., pp. 192-200. Other teaching materials. Evaluation; European Journal of Sustainable Development (2017), 6, 3, 92-104									
2											
3											
4											

	Recommended literature
	Recommended literature: Other chapters of the required literature.
Quality management aspects	
	Developed competences