

<b>Name of subject:</b> <b>Marketing and trade</b>	<b>NEPTUN-code:</b> RTXMK2EBNE	<b>Number of hours:</b> <i>lec+gs+lab</i> 1+2+0	<b>Credit: 3</b> <b>Requirements:</b> practice mark
<b>Course coordinator:</b> Orsolya Nagy Szabó PhD	<b>Title:</b> assistant lecturer	<b>Prerequisite:</b> -	
<b>Subject content:</b>			
<p>The role, functions and structure of the trade. The operators of distribution channels, retailers grouping. Contents of the foreign trade contract. Cultures characteristics of international trade. The basic principles of business ethics. Sustainable development, the concept of fair trade. Sales promotion methods. Online Sales: webshop. The online marketing (Adwords, FB Twitter, etc). Personal selling. Personality Types. Consumer behavior. Sales and negotiation techniques. Intellectual property. Invention patents, trademarks, know-how, industrial design, licensing, franchising concept. Objectives of advertising, pricing strategy. The basics of advertising psychology. The mechanism of action of advertising. Advertising messages in practice: historical and contemporary advertising. Exhibitions and professional fairs.</p>			
<b>Competences to be mastered:</b>			
<p>a) knowledge - Knowledge of the basics, limitations and requirements of the special fields of marketing, management, environment protection, quality assurance, information technology, law, and economics, intrinsically linked to the special area of product design.</p> <p>b) capabilities - Understand and use characteristic online and printed references characteristic of their special field, both in Hungarian and in at least one foreign language. - Know and apply the terminology and special expressions of their professional field in Hungarian and in at least one foreign language.</p> <p>c) attitude - Market, environment, and customer oriented.</p>			
<b>Bibliography:</b>			
1. Bauer András: Marketing alapismeretek, Bp., Aula kiadó, 2007			
2. Philip Kotler: Marketing menedzsment, Budapesti Műszaki Könyvkiadó, 1998.			
3. Hoffmann Márta: Piackutatás, Budapesti Műszaki Könyvkiadó, 2000.			
4. Pákh Miklós: Értékesítés, reklám, propaganda, vevőszolgálat, GTE. Bp. 1990			
5. Morrison, T., Wayne.A.,Conaway G.,Borden, A.: Meghajlás vagy kézfogás?/Üzleti etikett a világ ötvenhét országában, Alexandra, 2002.			
6. <a href="https://elearning.uni-obuda.hu/">https://elearning.uni-obuda.hu/</a> electronic notes and aids prepared by the instructor			