

Óbuda University
Keleti Faculty of Business and Management

GGXMA2ABNE		Principles of Marketing							
Institute:	Department of Economics and Social Sciences					Credits:	4		
Study	full-time	Language:	english		Semester:	fall/spring			
technical information									
Course owner:	Dr. Mariann Kiss			Teacher:	Anikó Kelemen-Erdős, Réka Saáry				
Prerequisites:									
Weekly / semester hours:	weekly	Course:	2	Classroom Practice:	2	Lab:	0	Consultation:	0
Requirement:	Exam								
Condition of Signature:	The requirements include: midterm test, presentation and activity on the seminars.								
Grading:	Activity on seminars: 10% Presentation in a given topic: 20 % Midterm test: 20% Written exam: 50%. The exam result should exceed 50%.								
Educational purpose:	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.								
Mid-tern requirements (task, thesis, essay, etc.):	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 of Education (Consultation)	Topic (Course)								
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.	Price policy I. The main aspects and methods of pricing								
9.	Price policy II. Pricing in practice								
10.	Place policy I. Supply chain structures and management								
11.	Place policy II. Place choices and management								
12.	Marketing communication I.: The models of communication, forms of advertising								
13.	Marketing communication II.: Advertising management								
14.	Marketing research								
Week of Education (Consultation)	Topic (Practice)								
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								

	Compulsory literature
1	Kotler, P., Armstrong, G. (2016): Principles of marketing. 16th edition, Prentice Hall, Global edition. Chapter I.,
2	Kelemen-Erdős, A. , Saáry, R. (2017): Basics of Marketing: Exercises and Activities, lecture notes, Obuda University
3	
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	Recommended literature
1	Tanner, J. F., Raymond, M. A. (2012): Marketing Principles v. 2.0. chapter III., V., XV., pp. 192-200.
2	
3	
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The quality assurance methods of the course:	TÜV CERT EN ISO 9001:2000
	Developed competences
	The student is able to determine the complex consequences of economic processes and organizational events.
	He/She is open to changes in the wider economic and social environment of the given job, work organization, enterprise, and strives to track and understand changes.
	Under general professional supervision, he/she independently performs and organizes the exercises specified in his/her job description.
	As a member of a group, the exercises which are assigned to him / her are carried out independently and responsibly.
	The student can co-operate with representatives of other fields.
	Using the learned theories and methods, it reveals facts and basic relationships, systematizes and analyzes independent conclusions, formulates critical comments, prepares decision making proposals, makes decisions in domestic and international contexts.
	The student owns the basic vocabulary of economic science in English.