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|--|------------|-------------------------------------|----------------|------------------------|
| <b>Obuda University</b>  |            | <i>Alba Regia Technical Faculty</i> |                |                        |
| <b>Name and code of the subject: Marketing GRKMAAKTNC, GRKMAAVSNC, ECTS:2</b>  |            |                                     |                |                        |
| Responsible teacher:   |            | Teacher: Fejes Gábor                |                |                        |
| Weekly: 2  | Lecture: 2 | Practice: 0                         | Lab practice:0 | Consultation:          |
| <b>Curriculum</b>  |            |                                     |                |                        |
| Aim: The aim of the course is to provide an overview of marketing terminology including the process of setting and reaching marketing goals via marketing mix tools. |            |                                     |                |                        |
| <i>Schedule:</i>   |            |                                     |                |                        |
| <b>Topics</b>  |            |                                     |                | <b>Number of hours</b> |
| Lectures:  |            |                                     |                |                        |
| 1. The interpretation of the role of marketing in an organization, organizing marketing  |            |                                     |                | 2                      |
| 2. The concept and history of marketing  |            |                                     |                | 2                      |
| 3. The place of marketing management in the company  |            |                                     |                | 2                      |
| 4. The analysis of the marketing environment   |            |                                     |                | 2                      |
| 5. The consumption market and consumer behaviour   |            |                                     |                | 2                      |
| 6. Organizational markets  |            |                                     |                | 2                      |
| 7. Market forecast   |            |                                     |                | 2                      |
| 8. Market segmentation   |            |                                     |                | 2                      |
| 9. The information system of marketing   |            |                                     |                | 2                      |
| 10. Strategies   |            |                                     |                | 2                      |
| 11. Creating and evaluating marketing programs   |            |                                     |                | 2                      |
| 12. Measureability of marketing performance  |            |                                     |                | 2                      |
| 13. Competition analysis   |            |                                     |                | 2                      |
| 14. Communication in marketing   |            |                                     |                | 2                      |
| Requirements   |            |                                     |                |                        |
| <b>Mandatory attendance!</b>   |            |                                     |                |                        |
| Missed classes coverage:   |            |                                     |                |                        |
| Signature requirements:  |            |                                     |                |                        |
| Evaluations (written, oral, test, etc): ?  |            |                                     |                |                        |

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| <b>References:</b> |   |
| Compulsory:        | Lecture material  |
|                    | Bauer András-Berács József: Marketing BKE, Aula Kiadó, 1992 |
| Further reading:   | Philip Kotler: Marketing management MK 1992                 |