



# INTRODUCTION TO MARKETING

## General data

Course code:	B19GMK11E
ECTS credits:	7
Type of the course:	Core course
Semester:	Spring, Semester 4
Course restrictions:	-
Course leader (with availabilities):	Petra Rácz-Putzer, Dr. <a href="mailto:putzerp@tkk.pte.hu">putzerp@tkk.pte.hu</a> +36 72 501 599/23129
Further lecturer(s) (with availabilities):	Bence Vereckei-Poór <a href="mailto:poor.bence@tkk.pte.hu">poor.bence@tkk.pte.hu</a>

## 1. Description and aims

The module aims to develop an integrated view and a complex understanding of modern marketing: a mixture of principles, practices and tools in an increasingly unpredictable environment. It also provides guide for understanding the marketing concepts and the basic steps of marketing management. Students learn to consider the importance of predicting and analyzing consumer's responses to marketing activities and become familiar with the basic marketing research techniques and the fundamental marketing tools (marketing mix). Module aims to consider moral and social aspects of marketing activities. The course is a blend of lectures, seminars and off-class work. Theoretical issues are brought to practice by examples, case studies, in-class exercises and student-run field research.

## 2. Intended Learning Outcomes (ILOs)

Upon the successful completion of this course, students should be able to:

1. Use the main principles and key expressions of marketing, marketing management activities, methods and tools used in the marketing process *(PILO1)*,
2. Identify basic marketing issues and problems *(PILO2)*,
3. Evaluate the impact of marketing tool on the market (customers, competitors and company) *(PILO3)*,
4. Interpret, analyse and and solve basic marketing problems through creative thinking *(PILO4)*,
5. Understand and apply fundamental theoretical frameworks correctly in daily business-life *(PILO6)*,
6. Write reports and develop presentation *(PILO6)*.

*(The remarks in brackets express each CILO's connection to the Program Intended Learning Outcomes (PILOs).)*

## 3. Content, schedule

The discussion of topics is divided into the following chapters:

1. Marketing: Creating Customer Value and Engagement (1)



2. Company and marketing strategy: Partnering to build customer engagement, value and relationships (3)
3. Analyzing the Marketing Environment, Managing marketing information to gain customer insights (2)
4. Understanding Consumer and Business Buyer Behavior (3)
5. Customer Value-Driven Marketing Strategy: Creating Value for Target Customers (2)
6. Products, Services and Brands: Building Customer Value (1)
7. Developing New Products and Managing the Product Life Cycle (4)
8. Pricing: Understanding and Capturing Customer Value (1)
9. Marketing channels: Delivering Customer Value, Retailing and Wholesaling (1)
10. Engaging Consumers and Communicating Customer Value: Advertising and Public Relations (4)
11. Personal Selling and Sales Promotion, Direct, Online, Social Media and Mobile Marketing (4)
12. Social marketing, green marketing and CSR – responsibility in marketing (3)
13. Final group presentation project (6)

## 14. Learning and teaching strategy, methodology

*Principal teaching methodologies: lecture with flipped-classroom elements, in-class discussion, case study analysis, quizzes.*

There are key elements in this module, which use a range of different strategies to achieve the objectives: This module is delivered via a combination of lectures and practical exercises. The weekly classes are divided into two parts: the first part is an interactive lecture, which is deployed to introduce the theoretical background, main concepts and issues related to the given topic through examples and critical thinking questions (CILO1, CILO2). This requires students to have read the chapter in advance, so that we can work through the material using examples. Seminars include project work ( 8 projects during the seminar to develop a new product and brand – practicing the theory “learning by doing”) (CILO4, CILO7) and presentations of the projects (CILO6). The seminars and lectures also also provides an opportunity to discussions of the actual themes, completion of class exercises and homework, mini case studies, online and offline resource analysis etc. (CILO3, CILO4). Students will have to prepare individually and/or in groups for the following class by reading the assigned chapter of the textbook and completing short tests before the class (CILO1) and the mentioned projects. Students' reflections on the actual material and their contributions to the discussion are considered to be important elements of the learning process. Therefore, students are required to attend prepared and ready for critical thinking. (CILO5, CILO6)

## 15. Assessment

*Formative assessment elements:* Oral feedback on in-class activities, discussion of the solution of practical exercises solved during the classes, online quiz game (Kahoot) “challenge” connected to every chapter that can be solved at home during the semester to practice.

*Summative assessment elements:*

<b>Individual Assessment</b>	60%	<b>Group Assessment</b>	40%
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Name of the element	Weight	Type	Details	Retake opportunity	Req.*	Related CIOs
Short tests, quizzes	10%	coursework	Moodle tests before the classes	no	no	1,2,3,4,5,6,7
Project work	40%	coursework	Building on the lectures, students prepare in groups segments of a semester-long case study for the seminars.  Theoretical issues will be brought to practice by examples, in-class exercises and student-run field research.	one retake opportunity	yes	4,5,6
Final Exam	50%	exam	A written exam based on chapters 1-14, containing 5-6 questions.	one retake opportunity	yes	1,2,3,4,5,6,7

\* Req.: Completion of the element is required to pass the course, irrespective of the performance in other elements.

## 16. Learning materials

- Essential

Armstrong, G. – Kotler, P. (2020): Marketing: An introduction, Pearson Education-Prentice-Hall. 492 pp Chapter 1-14 ISBN: 978-1-292-29486-5

- Recommended

Józsa – Piskóti – Rekettye - Veres: Decision-oriented Marketing. KJK – KERSZÖV Legal and Business Publishers Ltd. Budapest 2005.

Kotler, Philip – Armstrong, Gary (2006): Principles of Marketing 11<sup>th</sup> International Edition. Prentice Hall

Armstrong, Gary - Kotler, Philip – Harker, Michael – Brennan, Ross (2009): Marketing: An Introduction. Pearson Education-Prentice-Hall.



## 17. Further information

<b>International</b> aspects embedded with the course
Theoretical models, case studies, case examples during the class, mixed (international teams) during the project work
<b>Ethics, Responsibility &amp; Sustainability (ERS)</b> aspects embedded with the course
Theoretical models, case examples during the class, Social marketing, green marketing and CSR – responsibility in marketing (Week 12)
<b>Connections to the world of practice</b> of the course
Project work, guest lecture by professionals