



Contemporary Consumer Marketing

General data

Course code:	M23VFB08E
ECTS credits:	6
Type of the course:	B2, elective with Campus credits
Semester:	4 th semester, Fall
Course restrictions:	-
Course leader (with availabilities):	Ákos Nagy, PhD Assistant Professor (nagya@tkk.pte.hu)
Further lecturer(s) (with availabilities):	Mikeiné Végi Szabina, PhD (mikeine.vegi.szabina@tkk.pte.hu) Péter Németh, PhD Assistant Professor (nemeth.peter@tkk.pte.hu)

1. Description and aims

The aim of the course is to provide students with a comprehensive and detailed understanding of the contemporary challenges in marketing especially within the field of sustainability and consumption, omnichannel retailing and digital marketing strategy.

The course is divided into three parts, addressing the above issues. The first part of the course aims to understand the role of marketing and the opportunities of new business solutions in mitigating the climate change, as well as the changing characteristics of the today's consumer and the impact of consumption on environment. Students will understand the determinants and barriers of sustainable consumption, consumer motivations, and ways to support sustainable consumption in various aspects. In the second part we aim to present the omnichannel phenomenon in retailing and to see how retail sector is changing – also from the consumer's and company's perspective. Students will be familiar with the opportunities offered by the new distribution channels and their main characteristics. Students will understand how the emergence of new shopping/sales channels as a result of changing consumer behaviour has changed the retail strategy of companies and how new business ideas and business models have emerged.

The main focus in the third part will be to describe the characteristics and types of different digital marketing solutions and the main steps in planning online marketing campaigns. The course summarises how and in which areas companies can integrate digital solutions. In addition to an in-depth theoretical strategic approach, the course will also pay particular attention to practical applications and advertising platform/manager (META, Google, TikTok) characteristics.

2. Intended Learning Outcomes (ILOs)

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

1. Understand the challenges of sustainability in the strategic marketing level in domestic and global context. (PILO 2)
2. The students will acquire the skills of applying practical analysis framework. They will understand and practice how to understand the characteristics of sustainable consumptions, its barriers, and the opportunities to supporting more sustainable choices and behaviour. (PILO 3)
3. Identify general and specific characteristics, boundaries and main trends of the field of commerce and its links with related fields. (PILO3)



4. Perform specific research (knowledge acquisition and problem-solving) methods, abstraction techniques and ways of working out the practical implications of theoretical issues in the field of retail. (PILO6),
5. Make decisions concerning online marketing planning. (PILO 7).
6. Become innovative planners within the field of digital marketing. (PILO 9)
7. The module aims to develop innovative and proactive professional, with a responsible, ethical and open-minded attitude, who is committed to continuous improvement, and by this also inspiring co-workers. (PILO 7)

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

3. Content, schedule

1. Understanding today's changing consumers: new behavioural characteristics, consumer trends. (Szabina Végi Mikeiné)
2. Fundamentals of digital strategic planning. (Ákos Nagy)
3. Basics of distribution channels, trends in retailing (omnichannel). (Péter Németh)
4. Sustainability, sustainable consumption, sustainable behaviour patterns and its barriers. (Szabina Végi Mikeiné)
5. What is omnichannel and omnichannel marketing? (Péter Németh)
6. Customer journey in an omnichannel environment. (Péter Németh)
7. The omnichannel framework and omnichannel map. (Péter Németh)
8. „Driving digital strategy” – „Beyond disruption – „Personalization” – Strategic frameworks for thinking (Ákos Nagy)
9. PPC marketing. (Szabina Végi Mikeiné)
10. Online marketing communication on Facebook and TikTok. (Szabina Végi Mikeiné)
11. Advanced ideas and concepts of digital strategy planning (Ákos Nagy)
12. Analytics in digital marketing. (Ákos Nagy)

The order of the topics is subject to change.

4. Learning and teaching strategy, methodology

Principal teaching methodologies:

The course will combine lectures and seminar work. Active participation in the classes is required. Students will work individually on smaller tasks, that are related to the lectures. Students will also work on their own project during the semester, and present their solutions at the end of the semester. Students will present their project idea and solution on the iExpo event as well, on 4th December in 2024.

5. Assessment

Formative assessment elements: Students are required to participate in class discussions related to existing market examples and benchmarks.

Summative assessment elements: Students will work on smaller individual tasks related to the lectures aimed at understanding the theory every week. The weight of the individual work will be 25% of the final grade. Students will work in small groups on a project (with a maximum of 4 members) aimed at presenting a relevant marketing solution. Students' group work will be evaluated according to their in-



class work on the given topics on a weekly basis (25%) and the final presentations of the solutions (50%).

Students can perform the course assignments individually with the permission of the education committee. In the case of individual work, students will work on in-class individual work on Moodle and the project work, including the oral presentation in the last week of the semester. Prior to the presentation, students will consult with the responsible lecturer on each of the three topics at least once during the semester. The timing of these consultations will be determined by individual negotiation. The final grade will be weighted by individual work on Moodle (25%), consultations (25%), oral presentation (50%).

Individual Assessment	25%	Group Assessment	75%
------------------------------	-----	-------------------------	-----

Name of the element	Weight	Type	Details	Retake opportunity	Req.*	Related CILOs
Individual in class work	25%	individual, written, coursework	Lectures related in class tasks.	yes	no	1, 3
In class group work	25%	groupwork written and oral, coursework	In class tasks related to the project work, team-based work.	yes	no	2, 4, 7
Presentation of project work	50%	group work, written and oral, homework and coursework	Oral presentation of the groups' final solution for the projectwork in the last session of the course.	yes, during the exam period	50%	5, 6, 7

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

Important notes regarding AI usage:

This course adopts the "Second Approach" (Position 2) regarding artificial intelligence (AI) usage, as stated in the PTE Faculty of Business and Economics guidelines. AI tools may be used thoughtfully and responsibly to support learning and project work, following the specific rules below.

- AI tool usage (such as ChatGPT, Copilot, etc.) is permitted for the preparation and completion of written assignments, project planning, ideation, research support, and creative tasks related to the semester project and presentations.
- AI assistance is supplementary, not a replacement for students' own understanding, original ideas, or professional competence. Evaluation will focus on personal mastery of course content, critical thinking, and the ability to apply the materials, not on the extent or sophistication of AI-generated outputs.
- Students are fully responsible for the accuracy and relevance of all content submitted. All AI-generated content, information, and recommendations must be verified, revised, and integrated using the logic and key concepts from the prescribed textbooks and lectures.



- Carefully review all AI outputs to avoid factual inaccuracies, misleading information, or copyright infringements, and ensure the final submission represents original thought and meets academic standards.
- The course content—including mandatory readings (Martin & Schouten, Mason & Knights, Chaffey & Ellis-Chadwick), faculty-provided materials (lectures, slide decks, exercises), and assignments—may not be uploaded in whole or in part to public generative AI platforms or external databases. Doing so breaches intellectual property rights and university regulations.
- Final submissions (presentations, project reports, and individual tasks) must reflect the use of and understanding of the course’s materials. Where AI is used, its application should be disclosed and referenced according to university citation norms.
- AI use is not allowed in a way that would undermine academic integrity, including copying, submitting, or misrepresenting AI-generated answers as one’s own work.

6. Learning materials

- Essential

Martin, D. & Schouten, J. (2014), *Sustainable marketing*. Pearson, 1st Edition Chapter 1, 2, 3, 5, 14

Mason, T. – Knights, M. (2019): *Omnichannel retail. How to build winning stores in a digital world*.

KoganPage Chapter 1, 2, 7, 8, 10

Chaffey D. & Ellis-Chadwick F. (2022): *Digital Marketing*, 8th edition Published by Pearson (March 2, 2022) Part 2 chapter 4 and Part 3 chapter 8, 9, 10

- Recommended

The chapters which are not selected in the essential learning material.

Furthermore:

Fee, Natalie (2019): *How to save the world for free*. Laurence King Publishing Ltd, London

Ioannou, I., Kassinis, G. & Papagiannakis G. (2022): *How Greenwashing Affects the Bottom Line*.

Harvard Business Review, July 21, 2022, <https://hbr.org/2022/07/how-greenwashing-affects-the-bottom-line>

White, K., Habib, R., Hardisty, R. J. (2019), “How to SHIFT consumer behaviors to be more sustainable: a literature review and guiding framework”. *Journal of Marketing*, 83(3), 22-49. DOI: 10.1177/0022242919825649

White, K. Hardisty, D.J. & Habib, R. (2019): *The Elusive Green Consumer*, Harvard Business Review Magazin, July-August, <https://hbr.org/2019/07/the-elusive-green-consumer>

Yoeli, E. (2022): *Nudging Consumers to Purchase More Sustainably*. Harvard Business Review, August 11, 2022, <https://hbr.org/2022/08/nudging-consumers-to-purchase-more-sustainably>

Neslin, S. A. (2022). *The omnichannel continuum: Inte-grating online and offline channels along the customer journey*. *Journal of Retailing*, 98(1), 11-132. <https://doi.org/10.1016/j.jretai.2022.02.003>

Flavián, C., Gurrea, R. & Orús, C. (2020). *Combining channels to make smart purchases: The role of we-brooming and showrooming*. *Journal of Retailing and Consumer Services*, 52, 1-11. <https://doi.org/10.1016/j.jretconser.2019.101923>

Hermawan Kartajaya – Philip Kotler – Iwan Setiawan (2016): *Marketing 4.0: Moving from Traditional to Digital*, Wiley, New Jersey

Philip Kotler - Hermawan Kartajaya – Iwan Setiawan (2021): *Marketing 5.0*, Wiley, New Jersey

Siggelkow, N. & Terwiesch, C. (2019): *Connected Strategy: Building Continuous Customer Relationships for Competitive Advantage* Harvard Business Review Press (April 30, 2019)

Thales S. Teixeira (2019): *Unlocking the Customer Value Chain: How Decoupling Drives Consumer Disruption*, Currency, New York



Sinan Aral (2020): *The Hype Machine: How Social Media Disrupts Our Elections, Our Economy, and Our Health--and How We Must Adapt*, Currency, New York

Case studies and further reading materials will be available in moodle.

7. Further information

International aspects embedded with the course
Theoretical models delivered from the leading international teaching materials. Examples and teaching materials used for class discussions are based on international brands and companies, guaranteeing that students will gain an international, even global perspective.
Ethics, Responsibility & Sustainability (ERS) aspects embedded with the course
Theoretical concepts and models are also build on the aspects of ERS. In class case studies related to ERS.
Connections to the world of practice of the course
Guest lecture by a business professional with experience in international markets. We work closely with several companies in this module, we have good cooperation with online marketing agencies (e.g.: Intren, HD marketing) and students will have the opportunity to access certain companies ad manager (Meta, TikTok) and analytical platforms (Google Analytics, Microsoft Clarity).