

#### General data

Course code:	M23VFB08E
ECTS credits:	6
Type of the course:	B2, elective with Campus credits
Semester:	4 <sup>th</sup> semester, <b>Fall, full time</b> education
Course restrictions:	-
Course leader (with availabilities):	Ákos Nagy, PhD Assistant Professor ( <a href="mailto:nagya@ktk.pte.hu">nagya@ktk.pte.hu</a> )
Further lecturer(s) (with availabilities):	Eszter Jakopánecz, PhD Assistant Professor ( <a href="mailto:jakopanez.eszter@ktk.pte.hu">jakopanez.eszter@ktk.pte.hu</a> ) Péter Németh, PhD Assistant Professor ( <a href="mailto:nemeth.peter@ktk.pte.hu">nemeth.peter@ktk.pte.hu</a> )

#### 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. (Eszter Jakopánecz)
2. Sustainable business strategies and the role of marketing. (Eszter Jakopánecz)
3. The impact of consumption on climate change, sustainable behaviour patterns and its barriers. (Eszter Jakopánecz)
4. The psychology of sustainable consumption: ways to encourage sustainable behaviour. The role of communities. (Eszter Jakopánecz)
5. Basics of distribution channels, trends in retailing (omnichannel). (Péter Németh)
6. What is omnichannel and omnichannel marketing? (Péter Németh)
7. The omnichannel framework and omnichannel map. (Péter Németh)
8. Customer journey in an omnichannel environment. (Péter Németh)
9. Fundamentals of digital strategic planning. (Ákos Nagy)
10. PPC marketing. (Ákos Nagy)
11. Online marketing communication on Facebook and TikTok. (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 4<sup>th</sup> 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. Presentations will be delivered during the course and at the iExpo event at the end of the semester. 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%). The final presentation has two parts: the in-class presentation during the last session (40%) and participation at the iExpo (also preparing a poster for the event) (10%).

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%).

<b>Individual Assessment</b>	25%	<b>Group Assessment</b>	75%
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<b>Name of the element</b>	<b>Weight</b>	<b>Type</b>	<b>Details</b>	<b>Retake opportunity</b>	<b>Req.*</b>	<b>Related CILOs</b>
<b>Individual in class work</b>	25%	individual, written, coursework	Lectures related in class tasks.	yes	no	1, 3
<b>In class group work</b>	25%	groupwork written and oral, coursework	In class tasks related to the project work, team-based work.	yes	no	2, 4, 7
<b>Presentation of project work</b>	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 and in the iExpo.	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.

## 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: Integrating 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

<b>International</b> 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.
<b>Ethics, Responsibility &amp; Sustainability (ERS)</b> aspects embedded with the course
Theoretical concepts and models are also build on the aspects of ERS. In class case studies related to ERS.
<b>Connections to the world of practice</b> 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).