

<b>Code</b>	<b>B12GMK13E</b>	<b>ECTS Credit</b>	<b>7</b>	<b>HUN Credit</b>	<b>7</b>
<b>Term:</b>	<b>4<sup>th</sup> semester</b>		<b>Level:</b>	<b>5</b>	
<b>Module Title:</b>	<b>FOUNDATION MARKETING</b>				
<b>Module Leader:</b>	<b>Dr. Krisztián Szűcs, PhD</b> Assistant Professor <b>Petra Putzer, PhD Candidate</b>		<b>Office Hours:</b>		
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<b>Short Description:</b>	Foundation Marketing is an introductory course to modern marketing theory and its practical application. It provides an overview of the principles and core concepts of modern marketing, basics to consumer behavior, marketing information, marketing management process and marketing tools. 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.				
<b>Sessions (weeks)</b>					
<b>Schedule is tentative and subject to change!</b>					
<b>1.</b>	Orientation Defining marketing and the marketing process 1: Core concept of marketing - Managing profitable customer relationship				
<b>2.</b>	Defining marketing and the marketing process 2: Company and marketing strategy				
<b>3.</b>	Understanding the marketplace and consumers 1: The marketing environment				
<b>4.</b>	Understanding the marketplace and consumers 2: Consumer and buying behavior				
<b>5.</b>	Understanding the marketplace and consumers 3: Managing marketing information and marketing research				
<b>6.</b>	Designing a customer-driven marketing strategy: Market segmentation, targeting and positioning (STP-principle)				
<b>7.</b>	Designing the marketing mix 1: Products, services and branding strategies				
<b>8.</b>	Fall break				
<b>9.</b>	MIDTERM EXAM				
<b>11.</b>	Developing the Marketing Mix 2: New Product Development				
<b>12.</b>	Developing the Marketing Mix 3: Pricing Approaches and Strategies				
<b>13.</b>	Developing the Marketing Mix 4: Delivering Value - Marketing Channels				
<b>14.</b>	Developing the Marketing Mix 5: Integrated Marketing Communication				
<b>15.</b>	Presentations of field research findings Deadline for submitting research papers				

<b>Rationale Including Aims:</b>	<p>To develop an integrated view and a complex understanding of modern marketing: a mixture of principles, practices and tools in an increasingly unpredictable environment</p> <p>To understand the marketing concepts and the basic steps of marketing management</p> <p>To consider the importance of predicting and analyzing consumer's responses to marketing activities</p> <p>To become familiar with the basic marketing research techniques and the fundamental marketing tools (marketing mix)</p> <p>To consider moral and social aspects of marketing activities</p> <p>To take part in group discussions and field research (projects)</p> <p>To promote students' interest in marketing as a career.</p>
<b>Learning Outcomes: Knowledge</b>	<p>Students upon completing the module</p> <ul style="list-style-type: none"> <li>• will possess basic knowledge in marketing theory, marketing management activities, methods and tools used in the marketing process</li> <li>• will be able to define basic marketing issues and problems</li> </ul>
<b>Learning Outcomes: Skills</b>	<p>Students upon completing the module</p> <ul style="list-style-type: none"> <li>• will gain the ability to apply fundamental theoretical frameworks in daily business-life</li> <li>• will be able to recognize and solve basic marketing problems through creative thinking</li> <li>• will demonstrate skills in field research and will be able to write reports and develop presentation</li> <li>• will be able to develop team building skills and to work in group</li> </ul>
<b>Teaching and Learning Strategies:</b>	<p>The course will be taught through the combination of lectures, seminars and student-run field research. Seminars include discussions of the actual themes, completion of class exercises and homework, mini case studies, online and offline resource analysis etc. Students will have to prepare individually and/or in groups for the following class by reading the assigned chapter of the textbook and/or completing other assignments. 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.</p>
<b>Project work:</b>	<p>Field research completed in a group of max. 3 according to the following: by visiting a local commercial unit, a service provider or a web store to observe, students are required to critically analyze a specific marketing activity or a marketing tool (e.g. introduction of a new product, developing or cutting back a brand or a brand range, adding or diminishing consumer services, starting or closing a distributional unit, launching a promotional tool etc.). Main questions to be answered: who, what, to whom, when, where, why, how, for how much? Other aspects: customer expectation and satisfaction, competition, performance results etc.</p>

<b>Assessment scheme:</b>	<p>Student performance will be assessed on the following criteria:</p> <p>Active class participation: 10% (discussion, completion of worksheet exercises and other assignments) (S1, S2, S3, S4)</p> <p>Midterm exam: 15% (K1, K2, S1, S2)</p> <p>Presentation of project field research in group (including handed material in text and ppt form): 15% (K2, S1, S2, S3 S4)</p> <p>Final exam: 60% (K1, K2, S1, S2)</p> <p>Group work will be evaluated once groups present their field research findings and hand in their research results in text and ppt form. Field research is conducted by students outside classes.</p> <p>Presentation materials handed in after the deadline can count max. 50% of the originals.</p>
<b>Core learning material:</b>	<p>Armstrong, Gary - Kotler, Philip – Harker, Michael – Brennan, Ross (2009): Marketing: An Introduction. Pearson Education-Prentice-Hall. 648 pp ISBN: 978-0-273-71395-1 (Newer editions of the textbook are also accepted)</p> <p>Supporting online resources: Companion Website for students (visit <a href="http://www.pearsoned.co.uk/armstrong">http://www.pearsoned.co.uk/armstrong</a>)</p> <p>Ppt presentations of the lectures, handouts (visit the course Coospace site)</p>
<b>Optional learning material:</b>	<p>Józsa – Piskóti – Rekettye - Veres: Decision-oriented Marketing. KJK – KERSZÖV Legal and Business Publishers Ltd. Budapest 2005.</p> <p>Kotler, Philip – Armstrong, Gary (2006): Principles of Marketing 11<sup>th</sup> International Edition. Prentice Hall</p> <p>Kotler, Ph. – Armstrong, G. (1999): Principles of Marketing. Prentice Hall Europe, Second European Edition.</p>