

Title of the course:	PRINCIPLES OF MARKETING		
Course ID:	VE-GMT007		
Level of education:	Erasmus	Academic semester:	Spring
Professor's name:	DR. ZOLTÁN SIPOS PHD	Academic title:	College professor
Hours per semester:	30 (2 hours per week)	Credits:	4
Exam:	Case studies and written exam	Pre-requisites:	none

Aims of the course

To help students to understand market operations and consumer behavior. To build up readiness to make decisions in market situations and properly use marketing mix concepts and methods.

Course outline

1. Definitions and philosophy of marketing. Elements of the marketing mix.
2. Development stages of the theory. Marketing management and marketing planning.
3. Strategic planning and the business portfolios. Marketing organizations.
4. The marketing environment: cultural, legal, political, social, economic environments. Controllable and non-controllable elements.
5. Marketing research. Process and methods. The Marketing Information System.
6. Consumer markets and behavior of the buyers.
7. Business markets. Business buyer behavior.
8. Market segmentation, targeting and positioning.
9. Product policy, product development. The product life cycle.
10. Pricing considerations and strategies.
11. Distribution systems and logistics. Marketing channels. Retailers and wholesalers.
12. Marketing communication strategy. Advertising, sales promotion, public relations, personal selling.
13. Direct and online marketing. Social responsibility in marketing.
14. Marketing strategies and warfare. The global marketplace. International marketing.
15. Summary and consulting.

Requirements and assessment

Classroom activity	10 %
Case studies (home assignments)	40%
Final exam (multiple choice plus one essay)	50%

Readings

Philip Kotler-Gary Armstrong-Lloyd C. Harris-Nigel Piercy (2013): Principles of marketing. Pearson. Sixth European Edition.(Mandatory text).

ISBN: 978-0-273-74297-5 (print).

ISBN 978-0-273-74315-6 (PDF)

ISBN 978-0-273-78111-0 (e-text)

McCarthy-Perreault: Basic Marketing. Irwin, Homewood, Illinois. (Recommended)