

MCDANIEL COLLEGE
Budapest Campus

Course syllabus

Course title : **Principles of Marketing**
 BUA 2209

Name of professor: Prof. Zoltan Sipos, Ph.D.

Availability open after classes, office hours or by individual appointments.

Course description:

This course is an introduction to the marketing function. The focus will be put primarily on profit-oriented firms and their approaches to the marketing discipline. The class will develop and test for the student's mastery of fundamental marketing concepts, principles, definitions. Case studies will be discussed and solved to promote understanding of practical problems.

Students examine the nature, character and importance of the marketing process, its essential tasks, achievements and the organizations performing these functions. A special emphasis is put on the analysis of social, cultural, legal, geographical, economic and political environment. This course gives an overview of the entire marketing process and the integration of its elements into a well-designed marketing plan.

Course objectives:

- . ☐ To help students to be able to properly identify and select markets for which specific products/services will be targeted.
- ☐ To gain and understand the basic functional aspects necessary to formulate an integrated marketing plan. This includes consumer behavior, environmental constraints, marketing research methodology, product management, marketing communication, channels of distribution and pricing policies.
- ☐ To be able to conduct marketing research that is targeted towards the basic primary and secondary methods.
- ☐ To be able to design, organize and execute targeted marketing campaigns under real market conditions.

Learning outcomes and competences offered by the course:

- ☐ To develop an ability to assemble a comprehensive, conceptual and synergic marketing plan based on materials learned in this course.
- ☐ To develop ability of students to solve marketing problems in routine situations, and
- ☐ To help students to form a creative attitude to face unusual, special marketing problems and find solutions (e.g. in international markets, cross-cultural problems etc.)
- ☐ To promote to the development of critical thinking of students by analyzing promotional campaigns, advertisements
- ☐ To contribute to the development of students' communication skills

Topics covered per weeks:

1. Definitions and philosophy of marketing. Elements of the marketing mix. Development stages of the theory. Marketing management and marketing planning. Chapter 1.
2. Strategic planning and the business portfolios. Marketing organizations. Ch. 2.
3. The marketing environment: cultural, legal, political, social, economic environments. Controllable and non-controllable elements. Ch. 3.
4. Marketing research. Process and methods. The Marketing Information System. Ch. 4.
5. Consumer markets and behavior of the buyers. Ch. 5.
6. Business markets. Business buyer behavior. Ch. 6
7. Market segmentation, targeting and positioning. Ch. 7.
8. Product policy, product development. The product life cycle. Branding and services marketing. Chapters 8,9.
9. Pricing considerations and strategies. Ch. 10, 11.
10. Distribution systems and logistics. Marketing channels. Retailers and wholesalers. Ch. 12, 13.
11. Marketing communication strategy. Advertising, sales promotion, public relations, personal selling. Chapters 14,15, 16.
12. Direct and online marketing. Social responsibility in marketing. Chapter 17, 20.
13. Marketing strategies and warfare. The global marketplace. International marketing. Chapters 18, 19.
14. Summary and consulting

Text: Kotler-Armstrong-Harris-Piercy: Principles of marketing. Prentice Hall, 2013. Sixth European Edition by Pearson Education.

Chapters 1- 20. plus lecture materials.

Further readings:

1. Pride—Ferrell: Marketing. Concepts and strategies. Houghton Mifflin Publishers, 12th ed.
2. McCarthy- Perreault: Basic Marketing. A managerial approach. Irwin, Homewood, Illinois. (Several editions.)

Assignments and grading:

10 % classroom activity

20% midterm exam (multiple choice questions)

20 % three case studies (home assignments) announced and explained in class.

1st assignment: critical analysis of ten advertisements randomly selected

2nd assignment: solving case studies based on the textbook and other resources provided by the lecturer

3rd assignment: writing a conceptual marketing plan in a short version, to determine target market segments and the way to reach it with a synergic marketing mix. Product/service may be selected by the student.

50 % final exam (multiple choice questions plus one essay)

Honor Code:

You are expected to adhere completely to the Mcdaniel College Academic Honor Code, with a serious risk in deteriorating your grade in case of any violation.

Course policies: all students are welcome in classes and are required to attend regularly. In-class participation, asking questions and discuss problems critically is encouraged. Absence is allowed 3 times. Any un-excused absence after that, may result minus one grade of your final grade. Please do not be late. Follow lectures actively and with full attention. Do not share your attention by surfing on internet or using a cellular phone during class time. Extra active contribution to classes, extra assignments may earn extra points in evaluation.

08.09. 2020.

/Prof. Dr. Zoltan Sipos/

Appendix: Description of the first home assignment

Please watch ten commercials on either TV or Internet, any language, any topic, possibly without any pre-selection, neither related to topic, nor to product type or communication method.

List the ten brands and the short description of the commercials on one page.

Answer the following five questions briefly, on 1-2 pages altogether.

1. Which commercial did you like the most? Why?
2. Which commercial did you like the least? Why?
3. What is a good commercial like, what are its features in your opinion?
4. Did you feel any manipulation while watching the commercials?
5. What marketing managers should do, so that consumers would not feel the manipulation?

Deadline for the assignment to be turned in, either on paper (preferred) or by e-mail, is 6th October, 2020.