

## MSc in MARKETING STRATEGY AND INNOVATION

### CURRICULAR PROGRAMS

<b>WEKERLE INTERNATIONAL UNIVERSITY</b>			
<b>SUBJECT BASICS</b>			
<b>Subject name:</b>	<b>THE PLANNING OF MARKETING RESEARCH</b>	<b>Code:</b>	
<b>Name of the major:</b>	Master's degree in Marketing Strategy and Innovation		
<b>Work schedule:</b>	full-time & correspondence course		
<b>Semester according to recommended curriculum</b>	1st semester		
<b>Announcement frequency</b>	according to the model curriculum		
<b>Subject supervisor</b>	Dr. Balázs Gyenge PhD		
<b>Instructor</b>	Dr. Balázs Gyenge PdD		
<b>Pre-study requirements:</b>	none		
<b>Hours</b>	full-time: 45 (1+2) Correspondence course: 18 (6+12)		
<b>Credits</b>	3		
<b>Method of closing the semester:</b>	mid-term exam		
<b>The aim of mastering the professional content of the subject:</b>			
To achieve the competencies described in the training and outcome requirements. Students should learn about the steps of the marketing research process and the details of preparing a marketing research plan, understand the methodology and tools of marketing research, and be able to build a qualitative and quantitative database based on empirical research.			
<b>Knowledge, application skills and competences to be acquired:</b>			
<p><b>Knowledge to be acquired:</b> introduction to the domestic marketing research market, its characteristics, issues of agency, corporate and inter-corporate relations during cooperation. The Marketing Information System. The process of marketing research, the structure of the marketing research plan, practical problems and issues of its implementation in practice. Types of marketing research procedures, characteristics of secondary and primary information. Characteristics of the data collection forms of qualitative research techniques (observation, focus group, research interview, in-depth interview, projective techniques, mapping). Characteristics of the data collection forms of quantitative procedures (observation, oral, written, telephone, online survey, tests, experiments), tasks related to questionnaire preparation, characteristics of online questionnaire design, application possibilities of question types, scales and measurement levels. Sampling plans for qualitative and quantitative procedures, development of qualitative and quantitative data analysis plans, practical problems and issues of their implementation in practice. Methodology for building qualitative and quantitative databases.</p>			

## **Competencies of the students**

He / She

- knows the general and specific characteristics, boundaries, most important development directions of the marketing field, the connection of this subject to related fields, as well as the vocabulary of the marketing field and the characteristics, the most important forms and methods of written and spoken language communication;
- knows the principles along which a marketing information and knowledge system supporting corporate decisions, knows the basic and advanced analysis methods used in market research, interprets research results and information in their context;
- designs and coordinates a marketing information and knowledge system supporting marketing and other corporate functions;
- makes data-driven decisions in the field of marketing and routinely implements market research projects;
- considers it important that the decisions made are supported by data, and therefore strives for maximum precision in the analyses;
- authentically conveys the summary and detailed issues of his profession;
- independently selects and applies relevant problem-solving methods, independently performs economic analysis, decision-making and advisory tasks;
- participates in research and development projects, mobilizes his/her theoretical and practical knowledge and skills autonomously and in cooperation with other members of the group in order to achieve the goal in the project group;
- communicates effectively and professionally in certain areas of marketing professional work.

### **Teaching methodology:**

The course is based on interactive lectures and seminars. The presentational nature of the lectures is complemented by seminars, which provide opportunities for discussing practical examples and consulting on independent student assignments.

### **Method of semester closure, aspects of subject grade formation**

The course ends with a mid-term grade. The instructor will explain the conditions for obtaining the signature.

The mid-term exam is designed as follows:

- Assignments to be submitted (full time): 10+40 points
- Assignment to be submitted (correspondence): 50 points
- End-of-semester closed-door paper: 50 points
- total score: 100 points

Determining grades:

0-50%	insufficient (1)
51-64%	sufficient (2)
65-79%	medium (3)
80-89%	good (4)
90-100%	distinguished (5)

**Required and recommended reading:** as announced by the teacher

## SUBJECT BASICS

<b>Subject name:</b>	<b>INNOVATION MANAGEMENT</b>	<b>Code:</b>	
<b>Name of the major:</b>	Master's degree in Marketing Strategy and Innovation		
<b>Work schedule:</b>	full-time & correspondence course		
<b>Semester according to recommended curriculum</b>	1st semester		
<b>Announcement frequency</b>	according to the model curriculum		
<b>Subject supervisor</b>	Dr. Ferenc Bognár		
<b>Instructor</b>	Dr. Ferenc Bognár		
<b>Pre-study requirements:</b>	-		
<b>Hours</b>	45(2+1)/18(12+6)		
<b>Credits</b>	3		
<b>Method of closing the semester:</b>	exam score		

The goal of mastering the subject's professional content is to achieve the related competencies specified in the Training and Outcome Requirements.

### **Knowledge to be acquired:**

Interpretation of innovation, systematization of innovation concepts. The relationship between innovation and R&D. Legal regulatory frameworks for R&D. Forms of innovation. Innovation categories of the classics. Demand pull, technology push innovation. Dual-drive innovation. Modifying, radical, disruptive, breakthrough innovation. Open, closed and hybrid innovation. Business model innovation. Management innovation. Digital innovation. Circular innovation. Responsibility in innovation. The role of external stakeholders in innovation. Synergy in technological innovation. Interpretation of innovation management. The innovation management system. Factors supporting and hindering innovation. Development projects. Levels of strategy and innovation focuses. The connections between innovation strategy and competitiveness. Innovation systems and ecosystems. Value innovation in management. Complexity in innovation management. Planning and implementation of innovation. Market life cycle and innovation. Evaluation methods for developments. Uncertainties and risks. Optimal innovation model. The role of investments in innovation strategy. Interpretation and areas of marketing innovation. Case study on the planning, implementation and measurement of marketing innovation effectiveness.

### **Competencies of the students:**

He / She

- knows the main innovation theories and technology adoption theories and models, interprets innovation in an ecosystem perspective consisting of inter-organizational, corporate and customer elements,
- creates an innovative business model and implements innovation projects taking into account marketing aspects,
- is open to applying a design approach to marketing decisions; sees an emerging problem as an opportunity,

- participates in research and development projects, mobilizes his/her theoretical and practical knowledge and skills autonomously and in cooperation with other members of the group in order to achieve the goal of the project.

**Teaching methodology:**

The course material is processed in lectures, seminars, and on the basis of work done by the student independently or in groups. The seminars are aimed at applying theoretical knowledge in practice, during which students solve tasks under the guidance of the instructor, process case studies, and develop and present proposals for solving problems in various situations. The processing of the course material is supported by modern ICT tools, self-checking tasks, example libraries, and other educational aids developed by the instructor. The student can access these in Neptun Meet Street.

**Method of semester closure, aspects of subject grade formation**

The course ends with an exam. The requirements will be explained by the instructor in the first lesson. Student performance evaluation:

0-50%	insufficient (1)
51-64%	sufficient (2)
65-79%	medium (3)
80-89%	good (4)
90-100%	distinguished (5)

**Required and recommended reading:** as announced by the teacher

<b>SUBJECT BASICS</b>			
<b>Subject name:</b>	<b>VALUE CREATION AND CONSUMER EXPERIENCE</b>	<b>Code:</b>	
<b>Name of the major:</b>	Master's degree in Marketing Strategy and Innovation		
<b>Work schedule</b>	Full-time & correspondence		
<b>Semester according to recommended curriculum</b>	1 <sup>st</sup> semester		
<b>Announcement frequency</b>	according to the model curriculum		
<b>Subject supervisor</b>	Dr. Anikó Danyi-Boll		
<b>Instructor</b>	Dr. Ibolya Rózsa Péntzes, Dr. Anikó Danyi-Boll		
<b>Pre-study requirements:</b>	-		
<b>Hours</b>	45(2+1)/18(12+6)		
<b>Credits</b>	3		
<b>Method of closing the semester:</b>	mid-term exam		
<p>The goal of mastering the subject's professional content is to achieve the related competencies specified in the Training and Outcome Requirements.</p>			
<p><b>Knowledge to be acquired:</b>  The concept and types of customer value: transactional, relational, emotional and lifecycle value (CLV). Customer experience (CX) and customer journey modeling. Touchpoint and experience management methods (pre-expectations, experience design, memorability). Customer needs assessment, gap between expectations and reality (GAP model). Service quality measurement (e.g. SERVQUAL, Net Promoter Score, CES). Digital customer experience and effects of omnichannel environment (UX/UI basics). Brand experience and emotional attachment development. Loyalty and customer retention strategies, programs and systems (CRM, gamification, VIP models). Customer satisfaction measurement. Handling negative experiences: complaint management, reputation protection, feedback management. Innovation in experience-based marketing (e.g. storytelling, experience marketing, event-based interactions). Experience design in various areas: services, retail, online platforms.</p>			
<p><b>Competencies of the students:</b>  He / She</p> <ul style="list-style-type: none"> <li>- Understands and identifies customer experiences in products, brands and services, and is aware of the concept of the shopping experience and the possibilities for its design.</li> <li>- Represents the importance of marketing knowledge in the organization and uses the knowledge transfer techniques of the marketing field, operating and developing the marketing function.</li> <li>- Consciously shapes the customer and brand experience, customer-seller interactions, plans and develops the consumer journey, and plans and implements actions that enhance the customer experience based on customer knowledge; it analyzes and further develops the online consumer experience.</li> <li>- Develops and implements an action plan to strengthen the company's sustainability practices.</li> <li>- He / She is critical of his/her own work and behavior, as well as that of his/her subordinates, demonstrates innovative and proactive behavior in dealing with economic problems, and is open and receptive to new results of economic science and practice.</li> </ul>			

- takes responsibility for his own work, for the organization he / she manages, for their business, and for their employees.

**Teaching methodology:**

The course material is processed in lectures, seminars, and on the basis of work done by the student independently or in groups. The seminars are aimed at applying theoretical knowledge in practice, during which students solve tasks under the guidance of the instructor, process case studies, and develop and present proposals for solving problems in various situations. The processing of the course material is supported by modern ICT tools, self-checking tasks, example libraries, and other educational aids developed by the instructor. The student can access these in Neptun Meet Street.

**Method of semester closure, aspects of subject grade formation**

The course ends with a mid-term grade.

- The condition for signing the semester is the satisfactory fulfillment of the requirements set by the instructor.
- Structure of the grade:

0-50%	insufficient (1)
51-64%	sufficient (2)
65-79%	medium (3)
80-89%	good (4)
90-100%	distinguished (5)

**Required and recommended reading:** as announced by the teacher

<b>Subject name:</b>	<b>THE PLANNING AND IMPLEMENTATION OF A MARKETING STRATEGY</b>	<b>Code:</b>	
<b>Name of the major:</b>	Master's degree in Marketing Strategy and Innovation		
<b>Work schedule:</b>	full-time & correspondence course		
<b>Semester according to recommended curriculum</b>	1 <sup>st</sup> semester		
<b>Announcement frequency</b>	according to the model curriculum		
<b>Subject supervisor</b>	Dr. Ibolya Rózsa Péntzes PhD		
<b>Instructor</b>	Dr. Ibolya Rózsa Péntzes PhD		
<b>Pre-study requirements:</b>	-		
<b>Hours</b>	45(1+2)/18(6+12)		
<b>Credits</b>	3		
<b>Method of closing the semester:</b>	mid-term exam		

The goal of mastering the subject's professional content is to achieve the related competencies specified in the Training and Outcome Requirements.

**Knowledge to be acquired:**

Development of strategic planning. Approach to strategic planning. Levels and processes of planning. Strategic planning in marketing. Methodological approach to planning marketing strategy. Investment / shareholder approach in marketing planning. Linear and exponential planning approach.

The process of planning of a marketing strategy. Setting marketing goals. Goal hierarchy. Measuring and auditing goals. Determining relevant environmental factors. STP strategy planning. Planning basic and secondary strategies for marketing. Analysis and planning methods. Content of portfolio methods, their applicability in planning a marketing strategy. Analysis of the external environment of enterprises/businesses. Directions and methods of analysis. Methods used in the analysis and evaluation of prominent external environmental factors. Matrix of predictability and influenceability of environmental factors, STEEPLE analysis, methods of classifying and forecasting factors. Methods of market analysis (market size, change, forecast, market structure). Porter's 5-factor model. Analysis of the behavior of market players. Analysis of the behavior of customers, information provided by the Marketing Information System and its use. Competition analysis. Identification of competition levels, grouping of competitors using multivariate methods, demand-oriented and supply-oriented methods of identifying direct competitors (strategic group analysis, competitive force analysis, substitution analysis, purchase time analysis, brand switching analysis, forced choice method, perception map) Methods of analyzing the behavior of major competitors/competitors . Analysis of the internal environment, the organization's resources and capabilities. Key internal environmental factors. The importance and method of SWOT analysis. TOWS matrix. Decision supporting IT systems for marketing planning. Featured databases and analysis methods.

Marketing strategy implementation. Action programs. Resource and time plan. Control, of the role and methods of marketing controlling. Measuring marketing effectiveness, areas of measurement and indicator system.

**Competencies of the students:**

He / She

- knows resource-based theories of the company, essential marketing resources and capabilities, the concept of strategic marketing and their relationship, understands the shareholder value approach to marketing strategy,
- represents the importance of marketing knowledge in the organization and uses the knowledge transfer techniques of the marketing field, operates and develops the marketing function,
- creates synergy between individual marketing areas
- realizes the importance that the decisions made are supported by data, therefore he / she strives for maximum precision in their analyses,
- is open to applying a design approach to marketing decisions; sees an emerging problem as an opportunity,
- independently selects and applies relevant problem-solving methods, independently performs economic analysis, decision-making and advisory tasks.

**Teaching methodology:**

The course material is processed in lectures, seminars, and on the basis of work done by the student independently or in groups. The seminars are aimed at applying theoretical knowledge in practice, during which students solve tasks under the guidance of the instructor, process case studies, and develop and present proposals for solving problems in various situations. The processing of the course material is supported by modern ICT tools, self-checking tasks, example libraries, and other educational aids developed by the instructor. The student can access these in Neptun Meet Street.

**Method of semester closure, aspects of subject grade formation**

The course ends with a mid-term grade. The requirements will be explained by the instructor in the first class.

Student performance evaluation:

0-50%	insufficient (1)
51-64%	sufficient (2)
65-79%	medium (3)
80-89%	good (4)
90-100%	distinguished (5)

**Required and recommended reading:** as announced by the teacher

<b>SUBJECT BASICS</b>			
<b>Subject name:</b>	<b>DISTRIBUTION MANAGEMENT</b>	<b>Code:</b>	
<b>Name of the major:</b>	Master's degree in Marketing Strategy and Innovation		
<b>Work schedule</b>	full-time & correspondence course		
<b>Semester according to recommended curriculum</b>	1 <sup>st</sup> semester		
<b>Announcement frequency</b>	according to the model curriculum		
<b>Subject supervisor</b>	Dr. Ibolya Rózsa Péntzes		
<b>Instructor</b>	Dr. Ibolya Rózsa Péntzes, Dr. Anikó Danyi-Boll		
<b>Pre-study requirements:</b>	Marketing		
<b>Hours</b>	30(1+1)/18(12+6)		
<b>Credits</b>	3		
<b>Method of closing the semester:</b>	exam score		
<p><b>The aim of the professional content of the course is</b> to achieve the related competencies specified in the Training and Outcome Requirements. The aim of the course is for students to gain a comprehensive picture of the strategic role of distribution within the marketing system. The course approaches the operation and management of physical and digital sales channels from a marketing perspective, with particular regard to the role of consumer experience, accessibility, speed and service quality in providing competitive advantage. Critically and proactively respond to global and sustainability challenges in the organization of marketing channels.</p>			
<p><b>Knowledge to be acquired:</b>  The role and significance of distribution in the marketing-oriented corporate approach. Interpretation and functions of the marketing channel. Management of the sales channel. Characteristics of traditional and new types of channel structures. Planning of the distribution channel. Strategic channel management of the producer. Aspects of channel selection. Length of the distribution channel. Advantages and disadvantages of zero-level, single-level, multi-level channels in bringing channel actors closer together. Width of the distribution channel. Forms of cooperation of the actors. Vertical cooperation (corporate, proprietary, contractual VMR). Highlighted areas of vertical cooperation (trade marketing, category management). Horizontal cooperation. Competition and the pressure to cooperate. The relationships between supply chain management and the distribution channel. The impact of its logistics functions on marketing decisions (inventory management, transportation, last-mile delivery). Omnichannel models, e-commerce, sustainable distribution practices.</p>			
<p><b>Competencies of the students:</b></p> <p>He / She</p> <ul style="list-style-type: none"> <li>- knows the general and specific characteristics, boundaries, most important development directions of the marketing field, the connection of its fields to related fields, as well as the vocabulary of the marketing field and the characteristics, most important forms and methods of written and spoken</li> </ul>			

language communication; - understands the role of supply chains in marketing value creation; knows the approaches to planning sales channels;

- creates an innovative business model and implements innovation projects taking into account marketing aspects;
- develops and implements an action plan to strengthen the company's sustainability practices;
- considers it important that the decisions made are supported by data, and therefore strives for maximum precision in the analyses;

**Teaching methodology:**

The course material is processed in lectures, seminars, and on the basis of work done by the student independently or in groups. The seminars are aimed at applying theoretical knowledge in practice, during which students solve tasks under the guidance of the instructor, process case studies, and develop and present proposals for solving problems in various situations. The processing of the course material is supported by modern ICT tools, self-checking tasks, example libraries, and other educational aids developed by the instructor. The student can access these in Neptun Meet Street.

**Method of semester closure, aspects of subject grade formation**

The course ends with an exam.

- The condition for signing the semester is the satisfactory fulfillment of the requirements set by the instructor.
- Exam evaluation:

0-50%	insufficient (1)
51-64%	sufficient (2)
65-79%	medium (3)
80-89%	good (4)
90-100%	distinguished (5)

**Required and recommended reading:** as announced by the teacher

<b>SUBJECT BASICS</b>			
<b>Subject name:</b>	<b>THE PLANNING OF INTEGRATED MARKETING COMMUNICATION</b>	<b>Code:</b>	
<b>Name of the major:</b>	Marketing strategy and innovation		
<b>Work schedule</b>	full-time correspondence course		
<b>Semester according to recommended curriculum</b>	1 <sup>st</sup> semester		
<b>Announcement frequency</b>	according to the model curriculum		
<b>Subject supervisor</b>	Dr. Anikó Danyi-Boll		
<b>Instructor</b>	Dr. Anikó Danyi-Boll, Konrád Berényi		
<b>Pre-study requirements:</b>	-		
<b>Hours</b>	45(1+2) / 18(6+12)		
<b>Credits</b>	3		
<b>Method of closing the semester:</b>	Examination grade		
The goal of mastering the subject's professional content is to achieve the related competencies specified in the Training and Outcome Requirements.			
<p><b>Knowledge to be acquired:</b></p> <p>Interpretation and development stages of integrated marketing communication. Planning of integrated marketing communication (environmental analysis, definition of goals, selection of tools, time plan, cost plan, measurement of efficiency).</p> <p>Selection of relevant environmental factors. Collection of information (secondary, primary). Use of Hungarian empirical sources. TGI (Target Group Index): target group profiles, brand awareness, purchasing habits. Media research (M-Meter, Nielsen, Gemius): platform usage and reach data. Sociodemographic and lifestyle data: consumer segmentation, behavioral models. Defining the goal of marketing communication. Integrated marketing communication tool system. Selection of integrated marketing communication channels and tools. Selection criteria. POE principle. Planning agency relationships. Campaign planning practice.</p> <p>Synergistic campaign planning based on data (coordination of offline–online channels, cross-media strategy for segmented target groups). KPI and MTM systems (application of ROI, ROMI and other performance indicators, KPI planning for IMK campaign: measurability, alignment with goals).</p> <p>Designing control and efficiency measurement.</p> <p>Tool use and practical project work</p> <ul style="list-style-type: none"> <li>○ Data interpretation exercises, TGI and Nielsen simulation</li> <li>○ Demonstrating synergy effects through real campaign case studies</li> </ul> <p><b>Competencies of the students</b></p> <p>He / She</p> <ul style="list-style-type: none"> <li>- understands the role of each marketing sub-area in value creation processes and understands the role of digitalization in the effectiveness of each marketing sub-area;</li> </ul>			

- knows the digital trends that determine marketing communication; knows the legal framework, data protection and ethical aspects of digital communication;
- consciously shapes the customer and brand experience, customer-seller interactions, plans and develops the consumer journey, and plans and implements actions that enhance the customer experience based on customer knowledge; analyzes and further develops the online consumer experience;
- considers it important that the decisions made are supported by data, and therefore strives for maximum precision in the analyses; strives to make decisions with full consideration of legal regulations and ethical norms, even in strategic decision-making situations that require a new, complex approach, or in unexpected life situations;
- communicates effectively and professionally in certain areas of marketing professional work.

**Teaching methodology:**

The course material is processed in lectures, seminars, and on the basis of work done by the student independently or in groups. The seminars are aimed at applying theoretical knowledge in practice, during which students solve tasks under the guidance of the instructor, process case studies, and develop and present proposals for solving problems in various situations. The processing of the course material is supported by modern ICT tools, self-checking tasks, example libraries, and other educational aids developed by the instructor. The student can access these in Neptun Meet Street.

**Method of semester closure, aspects of subject grade formation**

The course ends with a mid-term grade.

- The condition for signing the semester is the satisfactory fulfillment of the requirements set by the instructor.
- Exam evaluation:

0-50%	insufficient (1)
51-64%	sufficient (2)
65-79%	medium (3)
80-89%	good (4)
90-100%	distinguished (5)

**Required and recommended reading:** as announced by the teacher

<b>SUBJECT BASICS</b>			
<b>Subject name:</b>	<b>MARKETING COMMUNICATION</b>	<b>Code:</b>	
<b>Name of the major:</b>	Marketing strategy and innovation		
<b>Work schedule</b>	full-time/correspondence course		
<b>Semester according to recommended curriculum</b>	1 <sup>st</sup> semester		
<b>Announcement frequency</b>	according to the model curriculum		
<b>Subject supervisor</b>	Dr. Anikó Danyi-Boll		
<b>Instructor</b>	Dr. Anikó Danyi-Boll		
<b>Pre-study requirements:</b>	-		
<b>Hours</b>	45(0+3) / 18(0+20)		
<b>Credit</b>	3		
<b>Method of closing the semester:</b>	exam score		
<p>The aim of mastering the subject's professional content is to achieve the related competencies specified in the Training and Outcome Requirements. In the field of marketing communication, students should be able to communicate in a foreign language and process foreign language literature.</p>			
<p><b>Knowledge to be acquired:</b>  The purpose of corporate communication, marketing communication, its importance. The hierarchy of influence of marketing communication. Hierarchy of influence models. Systematization of marketing communication tools. Mass communication tools, tools with direct influence, tools with indirect influence such as ATL, BTL, TTL. The impact of digitalization on marketing communication, The application possibilities of online marketing in marketing communication. The size and structure of the media market, factors influencing it. Featured media. The printed press. Analysis of press advertisements. Radio as a medium, the radio market. Market structure and competition in the radio market. Television as a medium. The television market. Measurement and indicators of viewership. Public space as a medium. Social media and their characteristics. The role of advertising agencies in the media market. Function and types of advertising agencies. Agency relationships.</p>			
<p><b>Competencies of the students</b>  He / She</p> <ul style="list-style-type: none"> <li>- knows the general and specific characteristics, boundaries, most important development directions of the marketing field, the connection of its fields to related fields, as well as the vocabulary of the marketing field and the characteristics, most important forms and methods of written and spoken language communication;</li> <li>- understands the role of each marketing sub-area in value creation processes and understands the role of digitalization in the effectiveness of each marketing sub-area;</li> <li>- is able to practice marketing communication in a foreign language and to process foreign language literature</li> <li>- represents the importance of marketing knowledge in the organization and uses the knowledge transfer techniques of the marketing field, operates and develops the marketing function;</li> <li>- strives to develop his/her knowledge and working relationships, and encourages, assists and supports his/her colleagues and subordinates in this regard;</li> <li>- authentically conveys the summary and detailed issues of his profession;</li> </ul>			

**Teaching methodology:**

The study material is processed in seminars and on the basis of work done by the student independently or in groups. The seminars are aimed at applying theoretical knowledge in practice, during which the students solve tasks under the guidance of the instructor, and develop and present proposals for solving problems in various situations. The study material is supported by modern ICT tools, self-checking tasks, example libraries, and other educational aids developed by the instructor. The student can access these in Neptun Meet Street.

**Method of semester closure, aspects of subject grade formation**

The course ends with an exam.

- The condition for signing the semester is the satisfactory fulfillment of the requirements set by the instructor.
- Exam evaluation:

0-50%	insufficient (1)
51-64%	sufficient (2)
65-79%	medium (3)
80-89%	good (4)
90-100%	distinguished (5)

**Required and recommended reading:** as announced by the teacher

<b>SUBJECT BASICS</b>			
<b>Subject name:</b>	<b>MARKETING STRATEGY CASE STUDIES</b>	<b>Code:</b>	
<b>Name of the major:</b>	Master's degree in Marketing Strategy and Innovation		
<b>Work schedule:</b>	full-time & correspondence course		
<b>Semester according to recommended curriculum</b>	1 <sup>st</sup> semester		
<b>Announcement frequency</b>	according to the model curriculum		
<b>Subject supervisor</b>	Dr. Ibolya Rózsa Péntzes		
<b>Instructor</b>	Dr. Ibolya Rózsa Péntzes		
<b>Pre-study requirements:</b>	-		
<b>Hours</b>	30(0+2) / 15(0+12)		
<b>Credits</b>	3		
<b>Method of closing the semester:</b>	mid-term exam		
<p>The goal of mastering the subject's professional content is to achieve the related competencies specified in the Training and Outcome Requirements.</p> <p><b>Knowledge to be acquired:</b>            Purpose and methods of processing case studies. Processing of real or fictitious cases related to the analysis and planning of marketing strategy. Evaluation of a company's marketing strategy applied to solve a specific problem. Development of proposals to improve the efficiency of the activity. Topics of case studies: marketing strategy planning, basic and auxiliary strategies of marketing, analysis of marketing effectiveness.</p> <p><b>Competencies of the students:</b>            He / She</p> <ul style="list-style-type: none"> <li>- understands the role of each marketing sub-area in value-creating processes and understands the role of digitalization in the effectiveness of each marketing sub-area,</li> <li>- develops and implements an action plan to strengthen the company's sustainability practices,</li> <li>- independently selects and applies relevant problem-solving methods, independently performs economic analysis, decision-making and advisory tasks.</li> </ul>			
<p><b>Teaching methodology:</b>            The study material is processed in seminars and on the basis of work done by the student independently or in groups. The seminars are aimed at applying theoretical knowledge in practice, during which the students, under the guidance of the instructor, process case studies and develop and present proposals for solving problems in different situations. The study material is supported by modern ICT tools, self-checking tasks, example libraries, and other educational aids developed by the instructor. The student can access these in Neptun Meet Street.</p>			
<b>Method of semester closure, aspects of subject grade formation</b>			

The course ends with a mid-term grade. The requirements will be explained by the instructor in the first class.

Student performance evaluation:

0-50%	insufficient (1)
51-64%	sufficient (2)
65-79%	medium (3)
80-89%	good (4)
90-100%	distinguished (5)

**Required and recommended reading:** as announced by the teacher

<b>SUBJECT BASICS</b>			
<b>Subject name:</b>	<b>CURRENT SOCIO-POLITICAL ISSUES</b>	<b>Code:</b>	
<b>Name of the major:</b>	Master's degree in Marketing Strategy and Innovation		
<b>Work schedule:</b>	full-time & correspondence course		
<b>Semester according to recommended curriculum</b>	1 <sup>st</sup> semester		
<b>Announcement frequency</b>	according to the model curriculum		
<b>Subject supervisor</b>	Dr. József Fekete		
<b>Instructor</b>	Dr. József Fekete		
<b>Pre-study requirements:</b>	-		
<b>Hours</b>	30(0+2) / 12(0+12)		
<b>Credits</b>	3		
<b>Method of closing the semester:</b>	mid-term exam		
<b>The goal of mastering the subject's professional content is to achieve the related competencies specified in the Training and Outcome Requirements.</b>			
<b>Knowledge to be acquired:</b>			
The goals and tools of social policy, its budgetary sources. Social policy and social expenditures, the pension system and social insurance. Changes and current issues in citizenship and national policy, the situation of minorities. Political aspects of education policy and public education. The development and current state of family policy, its expected demographic effects, health protection. Anti-poverty provisions and the implementation of the goals of a welfare state. The connections between sustainability and social policy.			
<b>Competencies of the students:</b>			
He / She			
<ul style="list-style-type: none"> <li>▪ is characterized by a cultured, ethical and objective intellectual attitude in his / her approach to people and social problems, and pays attention to broader social, sectoral, regional, national and European values in his / her work (including social, ecological and sustainability aspects);</li> <li>▪ develops and implements an action plan to strengthen the company's sustainability practices;</li> <li>▪ considers tolerance and inclusiveness towards cultures and equal opportunities important;</li> </ul>			
<b>Teaching methodology:</b>			
The study material is processed in seminars and on the basis of work done by the student independently or in groups. The seminars are aimed at applying theoretical knowledge in practice, during which students solve tasks under the guidance of the instructor, process case studies, and develop and present proposals for solving problems in various situations. The study material is supported by modern ICT tools, self-checking tasks, example libraries, and other educational aids developed by the instructor. The student can access these in Neptun Meet Street.			

**Method of semester closure, aspects of subject grade formation**

The course ends with a mid-term grade. The requirements will be explained by the instructor in the first class.

Student performance evaluation:

0-50%	insufficient (1)
51-64%	sufficient (2)
65-79%	medium (3)
80-89%	good (4)
90-100%	distinguished (5)

**Required and recommended reading:** as announced by the teacher

## SUBJECT BASICS

<b>Subject name:</b>	<b>THESIS WORK 1</b>	<b>Code:</b>	
<b>Name of the major:</b>	Master's degree in Marketing Strategy and Innovation		
<b>Work schedule:</b>	full-time & correspondence course		
<b>Semester according to recommended curriculum</b>	1 <sup>st</sup> semester		
<b>Announcement frequency</b>	according to the model curriculum		
<b>Subject supervisor</b>	Dr. Ibolya Rózsa Péntzes PhD		
<b>Instructor</b>	Dr. Ibolya Rózsa Péntzes PhD, Dr. Balázs Gyenge PhD, Dr. Anikó Danyi-Boll PhD		
<b>Pre-study requirements:</b>	-		
<b>Hours</b>	15(0+1) / 6(0+6)		
<b>Credits</b>	3		
<b>Method of closing the semester:</b>	report		

The goal of mastering the subject's professional content is to achieve the related competencies specified in the Training and Outcome Requirements.

### **Knowledge to be acquired:**

The aim of the subject is for the student to be able to conduct independent research, exploration and synthesis on a scientific or practice-relevant topic, formulate research questions, prepare a research plan, and conduct literature research. Ability to critically evaluate literature and market situations. Ability to conduct independent research based on the plan he or she has developed and to write it down in accordance with the formal requirements of the diploma thesis – including professional references. Ability to professionally evaluate the results achieved and formulate relevant conclusions and suggestions.

### **Expectations:**

- choosing a topic relevant to the discipline
- setting up professionally acceptable research questions
- preparing a research plan
- reviewing domestic and international literature

### **Competencies of the students:**

He / She

- knows the general and specific characteristics, boundaries, the most important development directions of the marketing field, the connection to related fields, as well as the vocabulary of the marketing field and the characteristics, the most important forms and methods of written and spoken language communication;
- knows the principles along which a marketing information and knowledge system supporting corporate decisions can be built, knows the basic and advanced analysis methods used in market research, interprets research results and information in their context;

- designs and coordinates a marketing information and knowledge system supporting marketing and other corporate functions;
- plans digital marketing activities and uses digital solutions and applications in their work;
- creates an innovative business model and implements innovation projects taking into account marketing aspects;
- makes business development proposals and supports its decisions with information obtained from the accounting system;
- is open to applying a design approach to marketing decisions; sees an emerging problem as an opportunity;
- takes responsibility for his / her own work, for the organization he / she manages, for their business, and for their employees.

**Teaching methodology:**

Under the guidance of the consultant, the student independently processes the literature on the chosen topic. According to the schedule determined during the first consultation, the student sends the material he/she has prepared to the consultant, who evaluates it orally and in writing.

**Method of semester closure, aspects of subject grade formation**

The course ends with a mid-term grade. The requirements will be explained by the instructor in the first class.

Student performance evaluation:

0-50%	insufficient (1)
51-64%	sufficient (2)
65-79%	medium (3)
80-89%	good (4)
90-100%	distinguished (5)

**Required and recommended reading:** as announced by the teacher