

COURSE DESCRIPTIONS

Program: Marketing Manager Post-Graduate Specialist Diploma

Subject: Operational Environment of Corporations

Number of hours: 30

Credits: 3

Assessment: Exam mark

The aim of the subject:

For the students to improve their competences through the knowledge, skills and attitudes as specified in the training and output requirements.

Knowledge:

The operating environment of organizations. Key environmental factors. The performance of the Hungarian economy in an international context. Changes in economic performance. Key sectors of the national economy. Characteristics of Hungarian society, population size, composition, and trends. The Hungarian banking system and its functions. The impact of fiscal policy on businesses and consumers. The impact of the legal environment on business activities. Legal framework governing the operation of business entities and sole proprietorships.

Competences: The students

- will understand the key elements of the operating environment and their impact
- will be able to understand the complexity of the environment and the challenges involved in predicting and measuring impact mechanisms.

Teaching methodology:

The course material is covered in lectures. The instruction is supported by modern ICT tools, self-assessment exercises, example collections, and other teaching aids developed by the instructor.

Compulsory and Recommended Literature: as announced by the teachers.

COURSE DESCRIPTIONS

Program: Marketing Manager Post-Graduate Specialist Diploma

Subject: Approach and Practice of Marketing

Number of hours: 30

Credits: 3

Assessment: Exam mark

The aim of the subject:

For the students to improve their competences through the knowledge, skills and attitudes as specified in the training and output requirements.

Knowledge:

The concept, approach, and evolution of marketing. The marketing toolkit. The evolution of marketing tools and the factors driving it. The marketing environment of a business. The marketing perspective on the market, its types, and key metrics. STP strategy. Target market strategies. Consumer behavior. Organizational behavior. Product policy, product utility, product life cycle, product development decisions. Characteristics of services. Pricing policy, the process and principles of pricing, special forms of pricing, discounts, rebates. The distribution system, the main types of sales channels, and their participants. The tools and processes of marketing communication.

Competences: The students

- will be able to view a company's marketing activities within a complex system;
- will be able to: analyze a company's micro- and macro-environment, categorize consumers, identify their primary motivations for consumption, segment the market, select appropriate target markets, and recognize opportunities for applying corporate marketing tools.

Teaching methodology:

The course material is covered through lectures, seminars, and work completed by students independently or in groups. Seminars are designed to apply theoretical knowledge in practice, during which students, under the instructor's guidance, complete assignments, analyze case studies, and develop and present proposals for solving problems in various situations. The curriculum is supported by modern ICT tools, self-assessment exercises, example collections, and other teaching aids developed by the instructor.

Compulsory and Recommended Literature: as announced by the teachers.

COURSE DESCRIPTIONS

Program: Marketing Manager Post-Graduate Specialist Diploma

Subject: Management in the 21st Century

Number of hours: 30

Credits: 3

Assessment: Exam mark

The aim of the subject:

For the students to improve their competences through the knowledge, skills and attitudes as specified in the training and output requirements.

Knowledge:

Understanding basic categories. The manager and the organization. The life cycles and functions of an organization; the reasons for, directions of, and challenges in organizational development. The manager's position and role within the organization. The characteristics and resources of managerial work; changes in the manager's role. Managerial skills, roles, and activities. Management functions depending on the size of the company. Leadership in different organizational structures (with a focus on functional and matrix organizations). The role of lean management in business operations. The principles of lean management and their application in corporate practice. Problem-solving and decision-making. Types of decisions. Group decision-making. Types of decision-making processes, their advantages and disadvantages.

Competences: The students

- will be able to identify issues related to the organization and its leadership;
- will be able to select the optimal procedures and methods necessary for improvement;
- will be able to develop modern, strategically oriented management proposals.

Teaching methodology:

The course material is covered through interactive lectures. This process is supported by state-of-the-art ICT tools, self-assessment exercises, example collections, and other teaching aids developed by the instructor.

Compulsory and Recommended Literature: as announced by the teachers.

COURSE DESCRIPTIONS

Program: Marketing Manager Post-Graduate Specialist Diploma

Subject: Effective Business Communication

Number of hours: 30

Credits: 3

Assessment: Term mark

The aim of the subject:

For the students to improve their competences through the knowledge, skills and attitudes as specified in the training and output requirements.

Knowledge:

Communication as a personal skill. Conflicts in communication. Barriers to communication: physical and semantic barriers. The role of psychological factors in interpersonal communication. Communication during conflicts. Conflict resolution strategies. Competitive, cooperative, compromise, avoidance, and accommodation strategies. Communication in cooperation. The prisoner's dilemma in business. Communication tools for business cooperation. Team communication. Cooperation and communication within a team. Communication techniques for problem-solving team meetings. Culture and communication. Planning communication in business. Verbal forms of business and organizational communication. Preparing for communication. Interviews. Presentations. Meetings and discussions. Types of meetings. Roles in meetings. The meeting process and follow-up. Written communication in business. Communication documents. Online communication today, the advantages and disadvantages of online communication. Situations, case studies.

Competences: The students

- will be able to apply the tools and methods of verbal and nonverbal communication;
- will be able to present professionally formulated recommendations and positions—both conceptually and theoretically sound—orally and in writing, in Hungarian and a foreign language, in accordance with the rules of professional communication;
- will be able to evaluate the effectiveness of communication in a given situation.

Teaching methodology:

The course material is covered through lectures, seminars, and work completed by students independently or in groups. Seminars are designed to apply theoretical knowledge in practice, during which students, under the guidance of the instructor, complete assignments, analyze case studies, and develop and present proposals for solving problems in various situations. The curriculum is supported by modern ICT tools, self-assessment exercises, example collections, and other teaching aids developed by the instructor.

Compulsory and Recommended Literature: as announced by the teachers.

COURSE DESCRIPTIONS

Program: Marketing Manager Post-Graduate Specialist Diploma

Subject: Consumer Behaviour and its Trends

Number of hours: 30

Credits: 3

Assessment: Exam mark

The aim of the subject:

For the students to improve their competences through the knowledge, skills and attitudes as specified in the training and output requirements.

Knowledge:

Interpreting consumer behavior. Key factors influencing consumer behavior and their effects. Culture and values. Social stratification, lifestyle. Groups and reference groups. Family and household. Psychological factors. Perception, learning, motivation, personality, attitude, stereotypes. The impact of marketing stimuli. Research findings. The purchasing decision process and its stages. Models of consumer behavior. Changes in consumer behavior, consumption trends.

Competences: The students

- will be able to analyze the impact of cultural, social, personal, and psychological factors
- will be able to make decisions based on consumer trends.

Teaching methodology:

The course material is covered through lectures, seminars, and work completed by students independently or in groups. Seminars are designed to apply theoretical knowledge in practice, during which students, under the guidance of the instructor, complete assignments, analyze case studies, and develop and present proposals for solving problems in various situations. The curriculum is supported by modern ICT tools, self-assessment exercises, example collections, and other teaching aids developed by the instructor.

Compulsory and Recommended Literature: as announced by the teachers.

COURSE DESCRIPTIONS

Program: Marketing Manager Post-Graduate Specialist Diploma

Subject: Techniques and Methods of Analysing Economics and Management

Number of hours: 30

Credits: 3

Assessment: Term mark

The aim of the subject:

For the students to improve their competences through the knowledge, skills and attitudes as specified in the training and output requirements.

Knowledge:

Key methods for analyzing the external environment: market structure analysis, macroenvironmental analysis, and scenario analysis. Key methods for analyzing internal corporate conditions: resources and capabilities, supply chain processes (procurement, inventory management, and sales), corporate asset management, financing, profitability, and marketing effectiveness. Research findings related to the effectiveness of marketing tools. Case studies.

Competences: The students

- will be able to analyze the impact of competitive factors on business operations;
- will be able to develop recommendations based on economic analysis.

Teaching methodology:

The course material is covered through lectures, seminars, and work completed by students independently or in groups. Seminars are designed to apply theoretical knowledge in practice, during which students, under the guidance of the instructor, complete assignments, analyze case studies, and develop and present proposals for solving problems in various situations. The curriculum is supported by modern ICT tools, self-assessment exercises, example collections, and other teaching aids developed by the instructor.

Compulsory and Recommended Literature: as announced by the teachers.

COURSE DESCRIPTIONS

Program: Marketing Manager Post-Graduate Specialist Diploma

Subject: Challenges in Marketing Management

Number of hours: 30

Credits: 3

Assessment: Exam mark

The aim of the subject:

For the students to improve their competences through the knowledge, skills and attitudes as specified in the training and output requirements.

Knowledge:

The essence of marketing-oriented corporate behavior; understanding the role of marketing strategy decisions in value creation. Changes in marketing in the 21st century. The marketing management system. Purchasing decision-making processes in the business and consumer markets. Modern marketing concepts. New methods and tools for gaining a competitive advantage. The interpretation and practice of value creation, value delivery, and value communication.

Competences: The students

- will be able to assess factors that influence the company's market position;
- will be able to evaluate the company's competitive position and formulating recommendations;
- will be able to consider the options for decisions regarding product policy and distribution channel strategy;
- will be able to analyze case studies.

Teaching methodology:

The course material is covered through lectures, seminars, and work completed by students independently or in groups. Seminars are designed to apply theoretical knowledge in practice, during which students, under the guidance of the instructor, complete assignments, analyze case studies, and develop and present proposals for solving problems in various situations. The curriculum is supported by modern ICT tools, self-assessment exercises, example collections, and other teaching aids developed by the instructor.

Compulsory and Recommended Literature: as announced by the teachers.

COURSE DESCRIPTIONS

Program: Marketing Manager Post-Graduate Specialist Diploma

Subject: Online Marketing and its Trends

Number of hours: 30

Credits: 3

Assessment: Term mark

The aim of the subject:

For the students to improve their competences through the knowledge, skills and attitudes as specified in the training and output requirements.

Knowledge:

The basics of online marketing. Online consumer behavior. Key trends in online marketing. Digital content engagement. Digital marketing optimization. Alignment of message and channel. The role of social media marketing. Retargeting. Mobile strategy. Classification of online communication tools and technologies. Types and characteristics of web-based advertising tools. Website design and development. Online copywriting and online PR. Online advertising and post-campaign evaluation. Search engine marketing and search engine optimization. Advertising on search engines. Types and characteristics of email-based tools. Other solutions featured in the curriculum. Elements of online market research. Steps for building a customer community. Managing PPC campaigns. Social networks in online marketing: LinkedIn and Facebook. Gamification. ROI in online marketing. Mobile marketing, usability. Developing an online strategy. Trends in online marketing.

Competences: The students

- will gain a thorough understanding of the tools and characteristics of online marketing;
- will be able to apply key online marketing tools in practice.

Teaching methodology:

The course material is covered through lectures, seminars, and work completed by students independently or in groups. Seminars are designed to apply theoretical knowledge in practice, during which students, under the guidance of the instructor, complete assignments, analyze case studies, and develop and present proposals for solving problems in various situations. The curriculum is supported by modern ICT tools, self-assessment exercises, example collections, and other teaching aids developed by the instructor.

Compulsory and Recommended Literature: as announced by the teachers.

COURSE DESCRIPTIONS

Program: Marketing Manager Post-Graduate Specialist Diploma

Subject: Marketing Information and Market Research

Number of hours: 30

Credits: 3

Assessment: Term mark

The aim of the subject:

For the students to improve their competences through the knowledge, skills and attitudes as specified in the training and output requirements.

Knowledge:

The role, significance, and functions of marketing research. The relationship between marketing research and market research. The marketing information system. The evolution of marketing research. The market research industry and the activities of market research firms. Methods of marketing research, systematization of methods. Characteristics of secondary and primary research. Characteristics of quantitative and qualitative research. Research design. Survey design and implementation. Measurement and scaling. Questionnaire design, sample size, sampling, data collection, processing, and evaluation. Planning and conducting observations. Experiments. Key methods of qualitative research. In-depth interviews, focus groups. Key areas of marketing research. Applications of modern ICT tools and methods in marketing research.

Competences: The students

- will become familiar with the complex set of tools used in marketing research;
- will be able to prepare marketing research tasks that inform marketing decisions, formulate research plans, conduct research, and analyze fundamental relationships.

Teaching methodology:

The course material is covered through lectures, seminars, and work completed by students independently or in groups. Seminars are designed to apply theoretical knowledge in practice, during which students, under the guidance of the instructor, complete assignments, analyze case studies, and develop and present proposals for solving problems in various situations. The curriculum is supported by modern ICT tools, self-assessment exercises, example collections, and other teaching aids developed by the instructor.

Compulsory and Recommended Literature: as announced by the teachers.

COURSE DESCRIPTIONS

Program: Marketing Manager Post-Graduate Specialist Diploma

Subject: Integrated Marketing Communication

Number of hours: 30

Credits: 3

Assessment: Exam mark

The aim of the subject:

For the students to improve their competences through the knowledge, skills and attitudes as specified in the training and output requirements.

Knowledge:

The definition, role, and significance of marketing communication. The role of information and technology in communication. Classification of marketing communication tools. Mass communication tools (advertising, PR). Tools with direct impact (loyalty programs, sales promotion, direct marketing communication, interpersonal communication, CRM) and the conditions for their application. Tools with indirect impact (product communication—product design, packaging, events and experiences, product presentation). ATL, BTL, TTL. The impact of digitalization on marketing communication. The size and structure of the media market, and factors influencing it. Key media. Print media. Analysis of print advertisements. Radio as a medium, the radio market. Market structure and competition in the radio market. Television as a medium. The television market. Viewership measurement and ratings. Public spaces as a medium. Social media. Players in the online advertising market. Social media platforms and their characteristics. The role of advertising agencies in the media market. The functions and types of advertising agencies. Agency relationships.

Competences: The students

- will become familiar with the full range of marketing communication tools and gain an understanding of the possibilities and conditions for their application;
- will be able to identify and evaluate the marketing communication tools used by their own business.

Teaching methodology:

The course material is covered through lectures, seminars, and work completed by students independently or in groups. Seminars are designed to apply theoretical knowledge in practice, during which students, under the guidance of the instructor, complete assignments, analyze case studies, and develop and present proposals for solving problems in various situations. The curriculum is supported by modern ICT tools, self-assessment exercises, example collections, and other teaching aids developed by the instructor.

Compulsory and Recommended Literature: as announced by the teachers.