

Subject title: <b>Marketing Management</b>			
Subject status	Semester	Credit value	Teaching load
Compulsory	I	6	1L+2T
Study programme: MBA in Management, Finance and Agribusiness			
Responsible staff: Zsolt Csapo, UD and Jelena Zugic, UM			
Pre-requisite: Nil			
Objectives: To get the students acquainted with the use of quantitative methods in business			
Learning approach:			
Lectures:	15 hours		
Individual work/team work:	30 hours		
	45 hours		
Assessment:			
Written: Team evaluation of the market research plans			
SYLLABUS:			
<ul style="list-style-type: none"> <li>• Basics of marketing, marketing strategy</li> <li>• Segmentation, Consumer behavior</li> <li>• Case study evaluation</li> <li>• Product, Price, Place, Promotion policy</li> <li>• Case study evaluation</li> <li>• Consultation of market research</li> </ul>			
Reading list and references:			
Compulsory literature:			
Philip Kotler, Gary Armstrong: Principles of Marketing. 11 <sup>th</sup> Ed. Pearson Books, UK, 2005			
Recommended literature:			
Ian Chaston: Knowledge based Marketing. SAGE Publications, London, UK, 2004.			
John Mariotti: SMART Marketing. Capstone Publishing Ltd. Oxford, UK, 2000.			