

Course title: Practical Marketing	Credits 5	Course code
Type of the course EQFS level: ... Lecture Seminar X Practice	Assessment: Examination Performance-based grade X Approval	
Semester (according to the standard curriculum):1		
Course availability (according to the standard curriculum): Spring or Autumn		
Language of instruction (if not in Hungarian): English		
Prerequisites (according to the standard curriculum): Marketing-PR basics		
Type of the course (compulsory, obligatory elective, free elective): obligatory course-unit		
Course schedule: http://www.kodolanyi.hu/neptun/		
<p>Course objectives: To learn the basics marketing in practice. Main elements: integrated communications, brands strategies and the media mix. The students get comprehensive insight of the general ways of “marketing thinking” by branding and the ways to set up a media mix of advertisements.</p> <p>Knowledge: 1.1 Students will be familiar and understanding of integrated communications for marketing purposes. 1.2 Students will be familiar with branding strategies. 1.3 Students will be familiar with optimal and target-oriented placing the advertisements and commercials, in order to avoid waste coverage and money.</p> <p>Attitudes: 2.1 Being capable for proactive behavior, resolving problems. 3.2 Problem solving and critical analysis: targeting, analyzing, cost optimization.</p> <p>Foreign language competences: Students can function independently and with a great deal of precision on a wide variety of subjects and in almost any setting without any prior preparation. 1. Can understand a wide range of demanding, longer texts, and recognize implicit meaning. 2. Can express ideas fluently and spontaneously without much obvious searching for expressions. 3. Can use language flexibly and effectively for social, academic and professional purposes. 4. Can produce clear, well-structured, detailed text on complex subjects, showing controlled use of organizational patterns, connectors and cohesive devices.</p> <p>Teaching methods: Lectures and personalized seminar with analyzing of spots and commercials.</p> <p>Assessment & Grading:</p> <p>Pass Some knowledge and presentation of well-known facts in test, descriptive but adequately used theories in written presentation.</p> <p>Satisfactory General description of theories and used concepts or definitions with some data presentation.</p>		

Good

Adequate and coherent interpretation of theories, extended knowledge of element information about global issues and society.

Excellent:

Detailed, contextual description and analysis, correct data use, free of irrelevant amendments, correct calculations and definitions of both theories and data.

Department/faculty responsible for the course:

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Required average students' working hours (number of credits multiplied by 30):

150

Course leader: Dr. Peter J. Sos

Lecturers: Dr. Peter J. Sos