

Course program

Course title: Marketing Theory	Neptun code: GTMSK410A
	Course type: Required for specialisation
Name and position of course coordinator: Dr. István Piskóti, Ass. Professor	
Name(s) and position(s) of teaching assistant(s): Dr. Szabolcs Nagy, Ass. Professor	
Suggested semester: 2 nd , Spring	Prerequisite course(s): -
Weekly lecture+seminar hours: 2+0	Evaluation method: Exam
Credits: 5	Study format: full time and part time
<p>Course objectives: The objective of this course is to introduce theoretical and methodological approaches to marketing. The marketing literature provides an overview of debates of the last few years on the basis of which major marketing features and development processes are summarised. Apart from introducing marketing schools and their marketing thoughts, the course also covers various research models and provides students with the opportunity for discussing adaptation and development challenges and promoting theoretical and methodological PhD research work.</p>	
<p>Course content and structure: Marketing – philosophy, science or function?- General theory of marketing – Theory and realism, Creation and criteria of theories– Marketing paradigms – The economics basis of marketing – The psychological and sociological basis of marketing– Marketing Approaches and Views – Cultural aspects of marketing – Research Methods for Verification of Marketing Theories – Social impacts of marketing: results and damages – Marketing ethics –</p>	
<p>Evaluation method: <i>Exam prerequisites and obtaining a signature:</i> class attendance (min.50%), giving a presentation on a topic chosen from a list and preparing a debate. <i>Colloquium and evaluation criteria:</i> a credit is earned by passing an oral exam. A set of exam questions related to the assigned reading is compiled. Or a credit can be earned by writing a research study on a topic of the student's research area (preliminary agreed with the course convenor), presenting the research findings and defending the research study. Evaluation: giving a presentation 40% + an oral exam or a research study and its presentation 60%</p>	
<p>Required reading: Balker,M.J.-Saren,M.(2013): Marketing Theory - A Student Text - Sage Publication,London Carl Eric Linn(2010): General Theory of Marketing - Stockholm Berács,J.-Lehota,J.-Piskóti,I.-Rekettye,G.(2004): Marketing Theory and Practice – A Hungarian Perspective – Akadémiai Kiadó, Budapest</p> <p>Suggested reading: Burton,D.(2001): Critical marketing theory: the blueprint? = European Journal of Marketing, Vol. 35. No. 5/6. p. 722-743. Moorthy,K.S.(1993): Theoretical Modelling of Marketing in. Journal of Marketing Vol. 57 (April), 92-106 Hunt,S.D.(1991): Marketing Theory: Conceptual Foundations of Research in Marketing, Homewood,IL:Irwin Kuss,A.(2013): Marketing-Theorie – Eine Einführung – Springer Verlag Berlin</p>	