

Commerce and Marketing BA
Marketing strategies specialization
Final exam topics

- Basic definitions of marketing. Types of corporate marketing orientations. Customer value and customer satisfaction.
- Correlation of customer value and customer satisfaction.
- Definition of marketing research, its types and process. Elements of the research plan. Secondary and primary information. Sampling methods. Quantitative and qualitative methods.
- Buyer Behaviour Model. Factors influencing buyer behaviour. Buying decision process. Types of buying decisions.
- Process and steps of marketing planning.
- Marketing strategy. STEEP-analysis, SWOT-analysis, BCG matrix, Ansoff matrix.
- Undifferentiated and differentiated marketing. Process and steps of STP marketing: segmentation, targeting, positioning.
- Definition and types of product life-cycle. Marketing strategies in the different cycles of PLC.
- Three and five levels of a product. Branding strategies. New evolution stages of brand building. Role of packaging in marketing.
- Service as a special commodity. Characteristics, special fields of service marketing. 7P of services.
- Strategic fields of price policy, presenting price strategies. Steps of setting prices, price adaptation.
- Functions of the marketing channel, channel types, types of intermediaries and commercial functions. Motivators, barriers and forms of international market entry.
- Elements of marketing communication mix. Steps of creating a communication plan. Characteristics of media types. Advertising/Media pie. Planning an advertising campaign, budgeting. Application of 5M model.

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