

Syllabus revised: (11/22/2016),

## CEU Business School



CENTRAL EUROPEAN UNIVERSITY

### ***BUSI 5104 Marketing*** ***(3 credits)*** **KEMBA 2018 II**

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Instructor	Tibor Farkas	(See last page for bio sketch)
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#### **1. PREREQUISITIES**

None

#### **2. POLICY ON ADMITTING NON-MBA STUDENTS**

It is the general policy of the Business School to admit students from other units of CEU.

#### **3. REQUIRED TEXT & READINGS AND WHERE AVAILABLE**

There is no compulsory textbook. The recommended reading is:

**Principles of marketing** / Philip Kotler, Gary Armstrong. – Global, 15th ed. , Pearson/Prentice Hall, 2014 (ISBN-13: 978-0-13-216712-3) – or later edition

Further readings and case studies are to be announced.

## 4. COURSE OBJECTIVES

The primary objective of the course is to provide an overview of the discipline of marketing, both as a philosophy of business and as a series of business practices. The course will explore the field of marketing, as it directs the organization's resources to satisfy customers' wants and needs through the exchange process, at a reasonable profit to the organization.

We will examine how marketers: understand consumers' needs and wants; develop products and services that provide superior value; and how they price, distribute, and promote products and services effectively, both domestically and internationally.

## 5. MAIN TOPICS

- The definition and role of marketing
- The process of creating marketing strategies
- Analysing the Marketing Environment
- Market research and information management
- Buyer behaviour, customer value
- The core of marketing strategy: segmenting, targeting, and positioning
- Product concepts and service marketing
- Product development, life-stage management
- Pricing products and services, pricing strategies
- Supply chain management, distribution decisions
- Marketing communications
- Relationship marketing, CRM, loyalty marketing
- On-line and social media, guerrilla and viral marketing
- Ethics and CSR

## 6. INTENDED LEARNING OUTCOMES

<b><i>Core Learning Area</i></b>	<b><i>Learning Outcome</i></b>
<b><i>Interpersonal Communication Skills.</i></b>	Students will learn how to listen to and work with the others, how to present ideas, convince and learn from others.
<b><i>Technology Skills</i></b>	Learning about on-line research, social media, search engine optimization, CRM and other new marketing tools require significant technology skills from students.
<b><i>Cultural Sensitivity and Diversity</i></b>	Global brands, local adaptations, cultural differences will be discussed, multi-national teams will experience the power of diversity.
<b><i>Quantitative Reasoning</i></b>	Students will use their mathematical and analytical skills in budgeting, research, media planning and pricing.
<b><i>Critical Thinking</i></b>	In marketing emotions and instincts are just as important as facts and rules. So students are expected to express their opinion, argue about concepts, plans and executions.
<b><i>Ethics and Responsibility</i></b>	Corporate Social Responsibility is increasingly important in the business world.

	It is a significant element of brand building, so students will discuss the role of ethical behavior in marketing management.
<i>Management Knowledge and Skills</i>	Students will be prepared for advanced marketing management. Business analysis of the environment requires management knowledge, while understanding the buying behavior of a certain market needs significant skills.

## 7. HOW THE CLASS SESSIONS WILL BE CONDUCTED

Marketing is not a theoretical subject with strict rules. On the other hand systematic marketing management requires theory based knowledge. So the sessions will be built according to the following pattern:

- Short theoretical background
- Examples, case studies
- Discussions, challenging opinions
- How to apply summary – practical recommendations

Participants will be required to contribute own or collected examples to the topics.

## 8. POLICY ON THE AVAILABILITY OF LECTURE NOTES

Copies of the PowerPoint slides will be uploaded on the Moodle system just before each class.

## 9. MINUTE PAPERS

No minute papers in this course.

## 10. POLICY ON CLASS ATTENDANCE

Regular and punctual attendance at every class session is a requirement of all degree programs at CEU Business School. Each class covers material not found in the readings. Furthermore, participation in class discussions is an important part of the learning experience for all students as well as a factor in grading. Any absence may affect your grade. If illness or another unusual circumstance requires missing a class, please do your best to inform me (or, if I cannot be reached, the Program Coordinator) in advance. A grade of “AF” (Administrative Fail) may be assigned for failure to regularly attend a course, to drop the course in time, or to complete requirements on time. This is a general CEU regulation that the Business School also follows. The “AF” grade earns no credit, 0 points, and affects your GPA in the same way as a regular “F” grade. Lateness will not be tolerated—it is disruptive and disrespectful to the class. Therefore, the requirement for punctuality is 100% and the consequences of disregarding this policy is after two lateness’s, the course grade is reduced by 10 percent.

## 11. CLASS PARTICIPATION

Active participation is required, since it is part of the grading.

## 12. GRADING

The grading scheme for this course is based on four essential components of student assessment: class participation, final exam, group case presentation, and an individual assignment. The relative contribution of these four elements to the final grade is shown in the table below:

<b>Element of Assessment</b>	<b>Contribution to Final Grade</b>
(a) Class Participation	10%
(b) Group presentation	30%
(c) Essay Assignments	20%
(d) Final Examination	40%

### (a) **Class Participation**

Be there, listen, react, ask relevant questions, challenge, argue, express your opinion, share examples.

**Don't** shout, interrupt, use mobile equipment, be off topic.

### (b) **Group presentation**

Groups will be formed and will be assigned with a case. They have to create a marketing plan with close-to-final executions for a specific product or service (described in a distributed case study). The plan must be presented to the class (acting like the board of directors).

### (c) **Essay Assignment**

Every student will write 2 (out of 3) short (2 pages) essays on given specific topics. The 3 topics will be announced during the course.

You may swap the essay assignment to individual presentations about an agreed marketing related topic.

### (d) **Final Examination**

The final examination will take place on the fifth (!) occasion.

## 13. ACADEMIC INTEGRITY

The Business School expects all students to adhere to the fundamental principles of academic integrity in any and all behaviours associated with their course work and otherwise, as stated in the CEU Honor Code (see Student Handbook). Attempted cheating of all forms is treated extremely seriously and can result in dismissal from the School and University.

## 14. LIBRARY AND INTERNET LIBRARY RESOURCES

The CEU Library, at Nador St. 9, has the largest collection of English-language materials in the social sciences and humanities in Central Europe: 180,000 monographs and 30,000 volumes of periodicals, working papers, dissertations and so on. CEU faculty and students have access to 30,000 electronic journals, searchable via the Journal Search tool on the library catalogue page (<http://goya.ceu.hu/>; the icon is in the upper right corner).

CEU Business School core faculty, students and staff are automatically eligible for full membership in the Library, after registering at the Circulation Desk. (To use the Library, adjunct faculty should first obtain a pass at the B School Academic Office Rm 311.)

The CEU Library has 5,000 business-related titles, supplemented by leading electronic databases, accessible through <http://www.library.ceu.hu/databases.html> (Click on the icons and then click on the tag next to “connect to”). The Ebsco Host Business Source Complete contains 3,700 periodicals in full text, many monographs, some case studies, and videos of the Harvard Faculty Seminar Series. *Emerald Management Journals* collection has a portfolio of 175 journals in management, marketing, econ and finance.

New business databases include *OneSource*, the most comprehensive company & executive information. *Global Market Information Database* has comprehensive data and reports across industries, countries and type of consumers. *Thomson One Banker* provides data on internationally quoted companies, international stock exchange indices, private equity, and financial deals. *Science Direct* is an extensive full-text database covering authoritative titles from the core scientific literature. *The Company Dossier* in Lexis Nexis Academic allows users to browse in-depth company profiles and industry reports. Core statistical databases include IFS, GFS Online, OECD Main Economic Indicators, National Accounts Statistics, and Tax Statistics. *Econlit* at the CSA/Proquest platform provides bibliographic coverage of a wide range of economics-related literature. Business dailies and weeklies can be accessed through the library. **Business Eastern Europe** by EIU is a weekly briefing on operating a business in Eastern Europe. **Country Reports** also by EIU provide in-depth economic, political and business analysis and short-term market outlooks. Electronic versions of *The WSJ* are in PressDisplay. *The Economist* is included by EbscoHost. For *The Fin. Times online*, see Journal Search. News on economic and social developments in the Caucasus and Central Asia can be downloaded directly (not via the CEU Library): <http://www.icegec.hu/eng/index.htm>.

### Help with Case Studies and Research Projects

Available on CEU Library reserve is a reference work that students preparing case-study assignments or undertaking individual or team research projects should find helpful, *Business Case Studies: Preparation, Teaching and Learning* (compiled, with contributions, by Susan Harmeling, Lead Case Writer, Harvard Business School, and Paul Marer, Professor, CEU Business School). This work, whose reference code is CM-GSB, can be found on the shelf marked Business School Readers, right behind the Circulation Desk, at the CEU Library on Nador utca.

The VPN access makes it easy to reach from outside of the CEU network the full version of UIS and all CEU Library databases and journals. (Visit <https://vpn.ceu.hu>, accept the security-certificate, and enter: **User name:** ceubs **Password:** Ceubusi987. The password is case sensitive, and to enter it, only the virtual keyboard appearing on the screen can be used. Once logged in, the "built in" browser can be used to access the respective sites: UIS: <https://infosys.ceu.hu>.

## 15. COURSE OUTLINE AND SESSION ASSIGNMENTS

*TENTATIVE*

<b>Session</b>	<b>Date</b>	<b>Topic</b>	<b>Reading</b>
1	Apr 1 12.15- 18.00	Introductions Marketing definitions, background Marketing strategies Analyzing the marketing environment Collecting and managing marketing information, market research	Chapter 1-4
2	Apr 22 12.15- 18.00	Buyer behaviour, decision making, customer value, Segmenting, targeting & positioning	Chapter 5-7
3	May 13 12.15- 18.00	Product concepts and service marketing Product development, life-stage management, product marketing decisions	Chapter 8-9
4	June 17 12.15- 18.00	Pricing strategies Distribution and supply chain management	Chapter 10-13
5	July 8 12.15- 18.00	Marketing communications Online marketing (SEM, SEO, Social media)	Chapter 14-17
6	July 22	Final exam Ethics and CSR Presentations Evaluation	

## **16. BRIEF BIO OF THE INSTRUCTOR**

Tibor Farkas has studied in Budapest and in Groningen (the Netherlands). He has earned his MBA in 2001 with specialization in International Marketing and Management.

He works as an independent marketing consultant for large and medium-sized enterprises. He teaches at universities and private schools and makes trainings for marketing professionals. He has launched his own business in 2003.

He has worked for Ernst & Young as Director of Marketing and Business Development (2 years) and for McCann Relationship Marketing as Managing Director (7 years). He was responsible for the campaigns of Opel Southeast Europe, Nestlé, L'Oreal, Gillette, Pannon, K&H, and gained significant experience in FMCG and pharma business as well. Before that he was an Account Director for McCann-Erickson (2 years) and Marketing Consultant for Swedish Tobacco (2 years).

Tibor has been teaching at CEU Business School since 2008.