

Commerce and Marketing BA
Marketing Strategies specialization
Final exam topics

1. Basic definitions of marketing. Types of corporate marketing orientations. Customer value and customer satisfaction.
2. Online marketplace analysis: micro and macro environment.
3. Definition of marketing research, its types and process. Elements of the research plan. Secondary and primary information. Sampling methods. Quantitative and qualitative methods.
4. Consumer Behaviour Model. Factors influencing consumer behaviour. Buying decision process.
5. Process and steps of marketing planning. Structure of the marketing plan.
6. Marketing management process, and its establishing analyses: STEEP-analysis, SWOT-analysis, BCG matrix, Ansoff matrix.
7. Process and steps of STP marketing: segmentation, targeting, positioning.
8. Definition and types of product life-cycle. Product Strategy Tree.
9. Three and five levels of a product. Branding strategies. Role of packaging in marketing.
10. Service as a special commodity. Characteristics, special fields of service marketing. 7P of services.
11. Strategic fields of price policy, presenting price strategies. Steps of setting prices, price adaptation.
12. Functions of the marketing channel, channel types, types of intermediaries and commercial functions.
13. Motivators, barriers and forms of international market entry.
14. Elements of marketing communication mix. Steps of creating a communication plan. Application of 5M model. Characteristics of media types.
15. Brand Communication Planning and the Facets Model of Effects, Media Planning.

Dr. Mihály Soós
head of programme