

Title

Business Economics III. (Marketing Management)

Classroom ☒
 Studio or workshop ☐
 External venue ☐
 Online ☐

Codes

M-DM-301

Host

MOME Future School

	Type	ECTS	Contact hours	Independent learning hours	Course type	Semester	Unit
Basic info	Seminar	5	12x4 = 48	102	term mark	2025 fall	M-DM-301

Recommendation

For students in design and art management, this course builds essential marketing skills with a focus on branding, visual identity, and strategic thinking in the creative industries.

Short description

The aim of the subject is to extend and deepen with a marketing focus the knowledge of business management acquired so far. It provides a detailed presentation of the tasks and tools of marketing management from both theoretical and practical perspectives.

Instructors

Name	Contact	Bio	Office hours
Dr. Balázs FEKETE	balazs.fekete@mome.hu	https://www.linkedin.com/in/bfekete	Wed. 13:10-14:10, M -135. On request via e-mail.

Semester schedule

Course scheduling	Class appointments
weekly	Wed. 10.00-12.50

Week	Date	Educational content
1	3 Sep	The concept and role of marketing
2	10 Sep	Market segmentation, target audience formation, and positioning (STP)
3	17 Sep	Brand identity and value creation through branding
4	24 Sep	Midterm review of personal brand development
5	1 Oct	Group reports on marketing plan progress
6	8 Oct	Marketing planning and the marketing mix
7	22 Oct	Marketing research strategies and methodologies
8	29 Oct	Dynamic visual identities (DVI) at the intersection of design and marketing
9	5 Nov	Design communication vs. marketing communication
10	12 Nov	Advertising and creative strategies
11	19 Nov	Service marketing basics
12	26 Nov	Group presentations of marketing strategies and final reports on personal brand development

Requirements and evaluation

Assignments	Evaluation criteria	Deadline	% in evaluation
Active Class Participation	Students regularly attend classes, actively participate in group work, contribute to course discussions, engage with assignments, and enhance the interactive nature of the seminar through questions, comments,	–	20

	and by sharing their professional opinions.		
Personal Brand Development	Students contribute to the development of their personal brand in the following ways: a. They maintain and update their LinkedIn profile, uploading at least 5 new portfolio elements (images, written posts) (5 points), and increase their number of professional connections to at least 200 (5 points). b. They develop their personal visual identity (logo, photos, graphics, other visuals), document this process, and present its current status during the 6th seminar (10 points). The final version and development documentation are presented during the last seminar (10 points).	Last seminar	30
Marketing Plan and Communication Creatives	Students are divided into 4 groups, each selecting an industry and developing a marketing plan for a real or fictional product or service over the semester. During the 5th seminar, groups give a status update (5 points), and at the end of the semester, they present the final plan (15 points). All group members must participate in the 20-minute presentation. The structure and content of the marketing plan will be discussed in advance during the seminars.	Last seminar	20
Scientific Presentation on a Marketing Management Topic	In pairs, students select an academic journal article from a provided list at the beginning of the semester. They analyze and present its content during class, using their own interpretation, practical examples, related theories, and additional self-collected materials.	Group deadlines TBD	20
Stand-up Meeting	Twice during the semester, each student briefly presents a current news item or relevant case of their choice, related to the course topics. These 3–5 minute updates should reflect professional or industry-related developments and highlight their relevance for the class.	Personal deadlines TBD	10

Recommended readings

1. Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0: Technology for humanity*. John Wiley & Sons.
2. Kapferer, J.-N. (2012). *Strategic Brand Management*. Kogan Page.
3. Philip Kotler - Kevin Lane Keller (2012), *Marketingmenedzsment*, Akadémiai Kiadó

1. The Psychology of Advertising 3rd Edition by Bob M Fennis, Wolfgang Stroebe (2020)
2. Philip Kotler & Gary Armstrong: Principles of Marketing, Prentice Hall, 12th edition
3. Percy, L. (2023). Strategic integrated marketing communications. Taylor & Francis Group
4. Kingsnorth, S. (2022). Digital marketing strategy: an integrated approach to online marketing. Kogan Page Publishers.

Learning outcomes

Knowledge	Students: 1. understand the current system of marketing and marketing communication tools. 2. can situate marketing and marketing communication processes within business strategy. 3. acquire and apply the principles of integrated marketing communication both in theory and in practice. 4. become familiar with online and offline marketing trends and key market players. 5. gain comprehensive knowledge of design and the arts, particularly in relation to marketing research and resource collection within the cultural market. 6. develop soft skills such as communication, problem-solving, cooperation, and argumentation.
Skills	Students: 1. are able to apply the learned marketing tools in real-life contexts. 2. embrace new approaches from creative practice and represent them fairly toward stakeholders, decision-makers, and consumers, considering the interests of all parties involved. 3. recognize the shifting needs of society and the cultural market. 4. understand and practically apply the marketing perspective in social responsibility activities.
Attitude	Students approach marketing challenges as potential starting points for innovation.
Responsibility	Students balance social and economic perspectives and develop marketing strategies aligned with ethical standards.

Exemptions

- ☐ Exemption from attending and completing the course cannot be granted
☐ Exemption may be granted from the acquisition of certain competences and the fulfilment of tasks
☐ Some tasks can be replaced by other activities
☒ Full exemption can be granted

Curriculum link

Subject in curriculum	Related courses (parallels)	Mark contribution to subject grade
Title of the subject in curriculum to be covered	[This course]	
	Another course	
	Third course	
Course prerequisites	Prerequisites in case of elective	Is it available as an elective?
-	-	-