

Title	Business Economics III. - Marketing Management
Codes	M-DM-301 / ER-ADM-MA-262701-07
Host	MA School
Location	Classroom

Basic info						
Course type	Credit	Contact hours	Student working hours	Unit type	Semester	Unit
seminar	5	12x4 = 48	102	ADM mandatory	2026 fall	M-DM-301

Recommendation
Mandatory for ADM2 cohort. 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.

Teachers			
Name	Contact information	Short BIO	Office hours
Dr. Balázs FEKETE	balazs.fekete@mome.hu	https://www.linkedin.com/in/bfekete	Place: M -135. Time: On request via e-mail.

Course scheduling			
Course format			Weekly class appointments
Classroom, collaborative workshops			Tue 10:00-12:50
Details of each session’s type and schedule, showing the teacher’s role			
Week	Date	Weekly educational content	Studio/workshop
1	8 Sep	The concept and role of marketing	classroom
2	15 Sep	Market segmentation, target audience formation, and positioning (STP)	classroom
3	22 Sep	Brand identity and value creation through branding	classroom
4	29 Sep	Midterm review of personal brand development	classroom

5	6 Oct	Group reports on marketing plan progress	classroom
6	20 Oct	Marketing planning and the marketing mix	classroom
7	27 Oct	Marketing research strategies and methodologies	classroom
8	3 Nov	Dynamic visual identities (DVI) at the intersection of design and marketing	classroom
9	10 Nov	DesignCommunication vs. marketing communication	classroom
10	17 Nov	Advertising and creative strategies	classroom
11	24 Nov	Service marketing and measurements	classroom
12	1 Dec	Group presentations of marketing strategies and final reports on personal brand development	classroom

Course completion requirements, prerequisites, and evaluation			
Students' duties			
Requirements, assignments	Evaluation criteria	Deadline	% in evaluation
Active Participation in Class	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, and by sharing their professional opinions.	continuous	20
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).	Continuous, last seminar	30
Marketing Plan and Communication Creatives	Students are divided into 3-4 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.	5 th seminar, 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.	Pair 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

General requirements
Absences are permitted according to the current regulations of MOME. By missing classes, activity points that can be obtained are reduced proportionately. Due to the schedule of student presentations, absences must be reported in writing at least 24 hours before the schedule. If pre-arranged student presentations are missed without prior notice, 100% of the points available for the given assignment will be lost. Official communication channel: university e-mail addresses, class Teams Group.

Course materials and literature
Mandatory literature
1. Kotler, P., Kartajaya, H., & Setiawan, I. (2021). <i>Marketing 5.0: Technology for humanity</i>. John Wiley & Sons. 2. Kapferer, J.-N. (2012). <i>Strategic Brand Management</i>. Kogan Page. 3. Philip Kotler - Kevin Lane Keller (2012), <i>Marketingmenedzsment</i>, Akadémiai Kiadó
Recommended literature
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. 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.
Autonomy and Responsibility	Students balance social and economic perspectives and develop marketing strategies aligned with ethical standards.

Exemption
Full exemption may be granted

Curricular connections		
Unit	Parallel courses	Course proportion in unit
M-DM-301	-	100%
Course prerequisites	Is it available as an elective?	Course prerequisites
-	No	-

Guidelines and rules for the use of artificial intelligence in the course
General regulations: According to the Moholy-Nagy University of Art and Design's Artificial Intelligence and Plagiarism Policy.