

DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Marketing in Global Environment
Name of the subject in English:	Marketing in Global Environment
Credit value of the subject:	3
The code of the subject in the electronic study system:	BN-MARKGL-03-EA
Classification of the subject:	Obligatory
Language of instruction (in case of non-Hungarian courses):	English
Institute or department responsible for the subject:	Institute of Marketing
Course type and number of contact hours:	Lecture, class per week: 2, class per semester: 0
Mode of study: (Full-time / Part-time):	Full-time training
The semester in which the subject is open for registration:	2022/2023 1st semester
Prerequisite(s):	-

THE PURPOSE OF THE SUBJECT, LEARNING OUTCOMES:

Introducing students to the institutions, vocabulary, and players in the world of international business. Providing students with the opportunity to begin to understand different cultures and the implication. Understanding different people and cultures will lead to a greater understanding of ourselves and the culture in which we live. Allowing students to gain experience in analyze the marketing environment and marketing-related decisions for a firm entering non-domestic markets.

SUMMARY OF THE CONTENT OF THE SUBJECT

It has become more important than ever for firms to recognize that they compete in a global environment. Consequently, managers must seek to develop the empathy, knowledge, sensitivity, and skills required to successfully operate in a dynamic global marketplace. Global marketing uses and builds upon the primary concepts studied previously in principles of marketing and will enable students to practice applying those concepts to a global environment. The successful global marketer must broaden his/her knowledge to include the myriad of activities required to select, gain entry and compete outside the “home” country. In addition, the global marketer must also appreciate how crucial culture, environment, government regulation and economic systems are in affecting a firm’s competitive advantage and strategic positioning. This course will offer an overview of each of these vital concepts for global marketers.

STUDENT’S TASKS AND PLANNED LEARNING ACTIVITIES:

Students will be introduced to the basic concepts of marketing in the global environment by utilising various case studies that involve the basic concepts, but allow students to provide feedback relevant to their home countries. Short tasks and activities will help to illustrate the various topics and involve participation both individually and in small teams. Videos will also be used exploring the good practices of global companies. These will help to facilitate certain small tasks that include a short discussion of the underlying concepts.

EVALUATION OF THE SUBJECT:

During the course, students have to complete a number of activities, some of them individually, and a part of them can be done as a team work based on the peer groups they form. They will have a logbook to note their achievements. Three short essays will be the second pillar of the assessment, in which they will be able to use the key vocabulary and concepts learnt.

The evaluation of the model as well as the short essays will generate the quarter of the

course evaluation and the points generated will be added to the result of the final exam at the end of the semester.

Offered grade can be given: No.

OBLIGATORY READING LIST:

- Keegan, Warren J.: *Global marketing*. Pearson, 2017

RECOMMENDED READING LIST:

- Hollensen, Svend: *Global marketing*. Pearson, 2017