



1. Subject name	Forwarding marketing				
2. Subject name in Hungarian	Szállítmányozási marketing				
3. Code	BMEKOKKM135	4. Evaluation type	mid-term grade	5. Credits	4
6. Weekly contact hours	1 (5) Lecture	0 (0) Practice	2 (9) Lab		
7. Curriculum	Transportation Engineering MSc (K) Logistics Engineering MSc (L)	8. Role	Specialization (sp) at Transportation Engineering MSc (K) Specialization (sp) at Logistics Engineering MSc (L)		
9. Working hours for fulfilling the requirements of the subject					120
Contact hours	42	Preparation for seminars	16	Homework	20
Reading written materials	36	Midterm preparation	6	Exam preparation	0
10. Department	Department of Transport Technology and Economics				
11. Responsible lecturer	Dr. Kővári Botond				
12. Lecturers	Dr. Kővári Botond				
13. Prerequisites					
14. Description of lectures					
Marketing definition, specialized areas in transportation. Relation between product-market, price-quality. Sales function and benefit of the company in the view of marketing. Market research methods, consumer market types. Competition and target market analysis. Product life cycle. Analyzing the resources. Service marketing.					
15. Description of practices					
16. Description of labortory practices					
Market and product analysis. Case studies about market position. Calculations about product mix analysis of a company.					
17. Learning outcomes					
A. Knowledge <ul style="list-style-type: none"><li>Familiar with marketing strategy of a company, business plan.</li></ul> B. Skills <ul style="list-style-type: none"><li>Ability to analyse a market, make a product mix analysis.</li></ul> C. Attitudes <ul style="list-style-type: none"><li>Strive to acquire the highest level of system approach.</li></ul> D. Autonomy and Responsibility <ul style="list-style-type: none"><li>Responsible applies of acquired knowledge in individual or in team work.</li></ul>					
18. Requirements, way to determine a grade (obtain a signature)					
Requirements for the midterm mark: fulfilment of one midterm test, report and submission (in approx. 10 pages) of a special topic within business planning. Weights of requirements in final mark: midterm test (60%), report and submission (40%).					
19. Opportunity for repeat/retake and delayed completion					
Second test possibility for those not present on the test, possibility of delayed deadline for homework.					
20. Learning materials					
Suggested books and papers.					
Effective date	10 October 2019	This Subject Datasheet is valid for		Inactive courses	