



<b>1. Subject name</b>	<b>Forwarding marketing</b>				
<b>2. Subject name in Hungarian</b>	Szállítványozási marketing				
<b>3. Code</b>	<b>BMEKOKKM135</b>	<b>4. Evaluation type</b>	mid-term grade	<b>5. Credits</b>	4
<b>6. Weekly contact hours</b>	1 (5) Lecture	0 (0) Practice	2 (9) Lab		
<b>7. Curriculum</b>	Transportation Engineering MSc (K) Logistics Engineering MSc (L)	<b>8. Role</b>	Specialization (sp) at Transportation Engineering MSc (K) Specialization (sp) at Logistics Engineering MSc (L)		
<b>9. Working hours for fulfilling the requirements of the subject</b>					<b>120</b>
<b>Contact hours</b>	42	<b>Preparation for seminars</b>	16	<b>Homework</b>	20
<b>Reading written materials</b>	36	<b>Midterm preparation</b>	6	<b>Exam preparation</b>	0
<b>10. Department</b>	<b>Department of Transport Technology and Economics</b>				
<b>11. Responsible lecturer</b>	Dr. Kővári Botond				
<b>12. Lecturers</b>	Dr. Kővári Botond				
<b>13. Prerequisites</b>					
<b>14. Description of lectures</b>					
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.					
<b>15. Description of practices</b>					
<b>16. Description of laboratory practices</b>					
Market and product analysis. Case studies about market position. Calculations about product mix analysis of a company.					
<b>17. Learning outcomes</b>					
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>					
<b>18. Requirements, way to determine a grade (obtain a signature)</b>					
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%).					
<b>19. Opportunity for repeat/retake and delayed completion</b>					
Second test possibility for those not present on the test, possibility of delayed deadline for homework.					
<b>20. Learning materials</b>					
Suggested books and papers.					
<b>Effective date</b>	10 October 2019	<b>This Subject Datasheet is valid for</b>		Inactive courses	