

Title of the subject	: Marketing
Subject leader	: Dr. habil. Zoltán Szakály
Prerequisite	: Enterprise-management and leadership-science
Credit	: 2
Short description of the subject	: The aim of the course is that the students should meet the marketing strategy, the applied tools and methods of food economy. The subject describes the features of agricultural and food marketing, the consumer and organisational market behaviour as well as the components of market competition in details. It puts great emphasis on the features of marketing research, the features of market segmentation and positioning and the means of product, price, distribution and marketing communication strategy. It also deals with the basic connections between marketing strategies and strategic planning, and it shortly describes the possibilities of collective marketing as well.
Compulsory reading	: Frewer, L., Van Trijp, H. (ed.) 2007 Understanding consumers of food products. Woodhead Publishing Limited, Cambridge, England
Further reading	: Kotler, P. and Keller, K. 2008 Marketing management. Prentice Hall, USA Blankenship, A. B. and Breen, G. E. 1993 State of the art marketing research. American Marketing Association, NTC Business Books, Illinois, USA