

## **Topics of complex final exam Marketing MA**

The complex final exam of MA course consists of 180 minutes long written exam including case study or case studies and the defence of oral thesis, which is held one week later. There is one occasion per semester to write the final exam.

The evaluation (marks) of the exam is the following:

- 0-50% (1)
- 51-65% (2)
- 66-80% (3)
- 81-90% (4)
- 91-100% (5)

If the candidate receives mark 1, he/she can rewrite the exam in the next semester.

The result of successful exam could not be transferred to any other semesters, so the absence of thesis defence means the loss of exam's result.

For preparation 3-4 consultation appointments are ensured per semester time and venue of which will be published in the beginning of the semester in Marketing and Management Department website under the link „news”.

The absolutorium is a prerequisite, so the fulfilment of 120 credits is needed.

The following topics and given literature help the preparation.

1. Analysis of external environment of enterprises. Methodology of qualifying and forecasting STEEP factors. *Source: Józsa L. (2005): Marketing strategy. Akadémiai Kiadó, pp. 45-77.*
2. Analysis of competition, strategic groups in the course of analysis of competition, methods of identification of competitors. *Source: Józsa L. (2005): Marketing strategy. Akadémiai Kiadó, pp.79-100.*
3. Resources and abilities of organization, SWOT-analysis and portfolio analysis. *Source: Józsa L. (2005): Marketing strategy. Akadémiai Kiadó, pp. 101-126*
4. Company level market strategies. *Source: Józsa L. (2005): Marketing strategy. Akadémiai Kiadó, pp. 165-184*
5. Basic elements of price strategy, representative price strategies, empirical curve in prices. *Source: Józsa L. (2005): Marketing strategy. Akadémiai Kiadó, pp. 211-238.*
6. Implementation and controlling of marketing strategy. *Source: Józsa L. (2005): Marketing strategy. Akadémiai Kiadó, pp. 283-296*
7. Market share, market concentration and its metrics, brand- and category development index, penetration and heavy usage index. *Source: Farris, P. – Bendle, N. – Pfeifer, P. – Reibstein, D. (2009): Key Marketing metrics, Wharton School Publishing, pp. 9-42.*

8. Main metrics of product and portfolio management. *Source: Farris, P. – Bendle, N. – Pfeifer, P. – Reibstein, D. (2009): Key Marketing metrics, Wharton School Publishing, pp. 89-128.*
9. Customer profitability, sales force and channel management metrics. *Source: Farris, P. – Bendle, N. – Pfeifer, P. – Reibstein, D. (2009): Key Marketing metrics, Wharton School Publishing, 129-194.*
10. Price premium and reservation price, optimum price, promotion metrics. *Source: Farris, P. – Bendle, N. – Pfeifer, P. – Reibstein, D. (2009): Key Marketing metrics, Wharton School Publishing, 195-262*
11. Market segmentation, target market selection and positioning in strategy. *Source: Józsa L. (2005): Marketing strategy. Akadémiai Kiadó, pp. 147-164. Józsa L. – Piskóti I. – Rekettye G. – Veres Z. (2005): Decision-oriented marketing, KJK Kerszöv, pp. 123-135.*
12. Social structure, lifestyle. Social stratification and its measurement, from social class to lifestyle-groups. Definition of lifestyle, methodology and application of lifestyle-researches. Group and reference-group. Influence of reference group on the choice of products and brands. Personal influence, opinion leaders, market experts. Role and status. *Source: Solomon, M. R. (2011): Consumer Behavior, Buying, Having and Being, Ninth Ed. Pearson, New Jersey. pp. 240-277., 406-440.*
13. Family and household. Definition, functions, and structure of households. Decision roles in a family. Family life cycle. Perception. Definition of perception, selectivity of perception, factors influencing awareness, organizing principles of perception. Price-perception of consumers, country-of-origin effect. *Source: Solomon, M. R. (2011): Consumer Behavior, Buying, Having and Being, Ninth Ed. Pearson, New Jersey. pp. 446-479., 80-115.*
14. Motivation and personality. The definition of motivation, motivation theories. Personality. Personality theories, role of brand personality and emotions. The attitude. The concept of attitude, its multidimensional perception, developing of attitude and stereotypes, measurement of attitude. *Source: Solomon, M. R. (2011): Consumer Behavior, Buying, Having and Being, Ninth Ed. Pearson, New Jersey. pp. 152-187., 280-320.*
15. Purchasing decision making process. Types of costumer decisions. Phases of purchasing decision making process, problem perception. Information gathering and – evaluation. The evaluation and selection phase. Store selection and purchase. Purchase, processes after the purchase. *Source: Solomon, M. R. (2011): Consumer Behavior, Buying, Having and Being, Ninth Ed. Pearson, New Jersey. pp. 330-366., 30-75.*
16. Introduction to marketing research. Defining the marketing research problem and developing an approach. Research design. Exploratory research design: secondary data and qualitative research. *Source: Malhotra N. K. (2010): Marketing Research, an Applied Orientation, Global Edition, Pearson, pp. 34-207.*
17. Descriptive research design: survey and observation. Casual research design: experimentation. Measurement and scaling: fundamentals and comparative scaling, non-comparative scaling techniques. Questionnaire. *Source: Malhotra N. K. (2010): Marketing Research, an Applied Orientation. Global Edition, Pearson, pp. 208-367.*

18. Sampling: design and procedures, Final and initial sample size determination. *Source: Malhotra, N.K. (2010): Marketing Research, an Applied Orientation. Global Edition, Pearson, pp. 368-430.*
19. Preparation and analysis of quantitative data. Selecting a data analysis strategy. Applying univariate and multivariate techniques. *Source: Malhotra, N.K. (2010): Marketing Research, an Applied Orientation. Global Edition, Pearson, pp. 465-466, 484-512, 532-545, 562-588, 637-654, 660-681*
20. Role of creativity in integrated marketing communication process. *Source: Pelsmacker, P. D. – Geuens, M. – Bergh, J. V. (2010) Marketing Communications. A European Perspective, Pearson Prentice Hall, Essex, Chapter 7: Advertising, pp. 213-242. Lecture notes.*
21. Relationship between advertising and product lifecycle in integrated marketing communication process. *Source: Pelsmacker, P. D. – Geuens, M. – Bergh, J. V. (2010) Marketing Communications. A European Perspective, Pearson Prentice Hall, Essex Chapter 5: Objectives, pp. 164-186. Chapter 6: Budgets, pp. 193-206. Lecture notes*
22. The cultural environment. Element and resources of culture. Cultural differences, cultural changes. Culture elements and marketing. Business habits–business ethics. Cultural knowledge, management. The effects of geographical, political and legal environment on international marketing. Culture and consumption, psychological factors. Socio-economic factors. *Source: Hollensen, S. (2010): Global Marketing. Pearson Education Limited, pp. 203-259. Usunier, J.C.-Lee, J.A. (2009): Marketing Across Cultures. Pearson Education Limited, pp. 3-31., 342-364.*
23. International marketing in organisational market. Actors, product-purchasing situations. Concept and features of B2B. Characteristics of organisational markets and organisational marketing. International market research. Secondary and primary research methods. Enter foreign markets. Motivations and forms of entry. Market selection, marketing mix. *Source: Hollensen, S. (2010): Global Marketing. Pearson Education Limited, pp. 171-203. 315-405. Usunier, J.C.-Lee, J.A. (2009): Marketing Across Cultures. Pearson Education Limited, pp. 148-183.*
24. Product policy. Positioning, branding. Country-of-origin effect (COO effect). Product success. Sales promotion. International marketing communication, advertising. Personal selling. Publicity, sponsorship. *Source: Source: Hollensen, S. (2010): Global Marketing. Pearson Education Limited, pp. 459-517. 585-626. Usunier, J.C.-Lee, J.A. (2009): Marketing Across Cultures. Pearson Education Limited, pp. 220-283. 376- 440.*
25. Characteristics and members of international distribution channels. The length, costs and determining factors of distribution channel. Pricing policy, pricing methods. Global and local prices, price differentiation, price change. Price escalation, transfer pricing. *Source: Hollensen, S. (2010): Global Marketing. Pearson Education Limited, pp. 517-585. Usunier, J.C.-Lee, J.A. (2009): Marketing Across Cultures. Pearson Education Limited, pp. 284-328.*
26. Conditions, profit-maximizing behaviour, product variety and price discrimination in horizontal product differentiation model. *Source: Pepall, L. –Richards, D. J. – Norman, G. (2008): Industrial Organization. Contemporary Theory and Empirical Applications, Blackwell Publishing, pp. 130-145.*

27. Advertising, competition and brand names. *Source: Pepall, L. –Richards, D. J. – Norman, G. (2008): Industrial Organization. Contemporary Theory and Empirical Applications, Blackwell Publishing, pp. 538-557.*
28. Functions of trade. Customer expectations against modern trade. Selection of suitable sales forms. Types of store-based retailing, conditions of store location. Main features of trading area and retail image. Types and characteristics of nonstore-based retailing. Structure, operation and promotion system of multilevel systems. Agent systems, human resource management in agent selection. Types, conditions, tendencies of e-commerce. Database in e-commerce. *Source: Learning material of lectures.*
29. Managing the Customer Interface: Managing People for Service Advantage. *Source: Wirtz, J.- Lovelock, Ch. (2018): Essentials of Services Marketing, 3<sup>rd</sup> Edition, Pearson, England,. pp. 326-355.*
30. Managing the Customer Interface: Designing Service Processes. *Source: Wirtz, J.-Lovelock, Ch. (2018): Essentials of Services Marketing, 3rd Edition, Pearson, England, pp. 236-259.*