

Title	Marketing of biotechnology products and innovative start-ups in competing environment		
Code	3MM11NAK88M		
Prerequisites			
Description	The objective of the course is to explain the necessary concept, knowledge and practice for selling and creating marketing value. It is an important factor during the classes in this course to make the necessary selling knowledge available to every student finding a job in her/his specialization, or in business life.		
Lecturer	Géza Székely, CSc		
Semester	4th, spring	Contact hours/week	2+1
Level	MSc	ECTS	3
Teaching and Learning Methods:			
Reading:	<p>Compulsory literature:</p> <p>Géza Székely · Sipos László · Kiss Oszkár · Kocsis Márton: Basic marketing, Aula Publishing Co., 2006, 370 pp, ISBN: 963-9698-05-9</p> <p>Recommended literature:</p> <p>Kotler-Keller: Marketing management, Pearson Education Ltd, UK, 2016, 816 pp, ISBN13: 9780133856460</p>		
Assessment:	<ul style="list-style-type: none"> • test • exam 		