

SYLLABUS

1. Information on academic programme

1.1. University	"1 Decembrie 1918" University of Alba Iulia
1.2. Faculty	Faculty of Economics
1.3. Department	Business Administration and Marketing
1.4. Field of Study	Business Administration
1.5. Cycle of Study	Undergraduate
1.6. Academic programme / Qualification	Business Administration/ 242102 Process improvement specialist, 242104 Process manager, 242110 Economic performance planning, control and reporting specialist

2. Information of Course Matter

2.1. Course		Marketing			2.2. Code		BA124	
2.3. Course Leader/ Seminar Tutor				PASTIU CARMEN ADINA				
2.4. Seminar Tutor				PASTIU CARMEN ADINA				
2.5. Academic Year	I	2.6. Semester	II	2.7. Type of Evaluation (E – final exam/C-examination /VP)	E	2.8. Type of course (C– Compulsory, Op – optional, F - Facultative)	C	

3. Course Structure (Weekly number of hours)

3.1. Weekly number of hours	3	3.2. course	2	3.3. seminar, laboratory	1
3.4. Total number of hours in the curriculum	42	3.5. course	28	3.6. seminar, laboratory	14
Allocation of time:					hours
Individual study of readers					33
Documentation (library)					36
Home assignments, Essays, Portfolios					12
Tutorials					-
Assessment (examinations)					2
Other activities.....					-
3.7 Total number of hours for individual study			83		
3.9 Total number of hours per semester			125		
3.10 Number of credits			5		

4. Prerequisites (where applicable)

4.1. about curriculum	
4.2. about competences	

5. Requisites (where applicable)

5.1. course-related	Classroom with video projector / board
5.2. seminar/laboratory-based	Classroom with video projector board

6. Specific competences to be acquired (chosen by the course leader from the programme general competences grid)

Professional competences	<p>C1. Knowledge, and understanding of the fundamental concepts, theories and methods in the field and the specialty area; their adequate use in professional communication;</p> <p>C2. Use of computer tools and applications in marketing activities</p> <p>C3. Application of fundamental methods and principles for solving well defined, typical situations/problems in the field, with qualified assistance</p> <p>C4. Appropriate use of standard evaluation criteria and methods to assess the quality, merits and limitations of processes, programs, projects, concepts, methods and theories</p> <p>C5. Drawing up professional projects with methods and principles acknowledged in the field</p>
Transversal competences	

7. Course objectives (as per the programme specific competences grid)

7.1 General objectives of the course	<i>The study of the discipline will provide students with the knowledge and skills in the field of marketing that will help them to make viable decisions in different situations, regarding the marketing mix.</i>
7.2 Specific objectives of the course	<i>Definition and application by the student of some key concepts regarding the marketing environment of the company, the market of the company and the marketing mix.</i>

8. Course contents

8.1 Course	Teaching methods	Observations
1. Marketing - introductory notions - The concept of marketing	Lecture, presentation, discussions	2 hours
2. Marketing environment of the company - Macromedia	Lecture, presentation, discussions	2 hours
3. Marketing environment of the company - Micromedia	Lecture, presentation, discussions	2 hours
4. The market of the enterprise The notion of market; Market dimensions of the enterprise;	Lecture, presentation, discussions	2 hours
5. The market of the enterprise The notion of market; Market dimensions of the enterprise	Lecture, presentation,	2 hours

	<i>discussions</i>	
<i>. Product policy: Product definition; Product classification; Product lines and ranges</i>	<i>Lecture, presentation, discussions</i>	<i>2 hours</i>
<i>Product policy: Product life cycle, New products, Brand, Product strategies</i>		<i>2 hours</i>
<i>Product policy: Brand, Product strategies</i>		<i>2 hours</i>
<i>Price policy: The concept of price; Ways of determining the price; Price strategies</i>		<i>2 hours</i>
<i>Distribution policy: Distribution - concept and content; Distribution channels</i>		<i>2 hours</i>
<i>Distribution policy: Forms of distribution; Distribution strategies</i>		<i>2 hours</i>
<i>Promotion policy: Communication; Structure of the promotional activity</i>		<i>2 hours</i>
<i>Promotion policy: Promotional strategies</i>		<i>2 hours</i>
8.2 Bibliography		
<ol style="list-style-type: none"> 1. BAKER M. The Marketing Book, Fift Edition, Butterworth-Heinemann, 2003 2. BAINES, Paul`FILL, Chris`PAGE, Kelly Marketing ,OXFORD UNIVERSITY PRESS,New York 2011 3. BENDLE, Neil T.`FARRIS, Paul W.`PFEIFER, Phillip E.`REIBSTEIN, David J. Marketing metrics : the manager's guide to measuring marketing performance, Pearson, 2015 4. GROUCUTT, Jonathan`HOPKINS, Cheryl MARKETING PALGRAVE MACMILLAN S.L. 2016 5. MALHOTRA, Naresh K. Marketing research an applied orientation, Pearson, 2015 6. McCarthy, J., E.; Shapiro, S.,J.; Perreault, W., D, Essentials Of Marketing, Homewood USA:IRWIN,1988 7. Myers, J., H, Marketing , McGRAW-HILL BOOK COMPANY,1986 8. PASTIU C. Marketing Seria Didactica 2015 9. PRIDE, W., M.; Ferrell, O.C, Marketing , BOSTON:Houghton Mifflin Company,1991 10. STONE, M.,A.;Desmond, J., McCall, J.B.,Fundamentals of Marketing, LONDON:ROUTLEDGE,2007 		
Seminar-lab		
1. THE ROLE AND FUNCTIONS OF MARKETING: application	<i>Presentation, analysis, discussions</i>	<i>1 hours</i>
2. THE MICROMEDIA AND THE MACROMEDIA OF THE COMPANY - applications;	<i>Presentation, analysis, discussions</i>	<i>1 hours</i>
3. THE MICROMEDIA AND THE MACROMEDIA OF THE COMPANY - case study: Dacia Dokker	<i>Presentation, analysis, discussions</i>	<i>1 hours</i>
4. DIMENSIONS OF THE MARKET MARKET - applications;	<i>Presentation, analysis, discussions</i>	<i>1 hours</i>
5. DIMENSIONS OF THE MARKET MARKET - Case studies: Starbucks; Customers looking for solutions; The man of the 21st century	<i>Presentation, analysis, discussions</i>	<i>1 hours</i>
6. CONSTITUENT ELEMENTS OF PRODUCT POLICIES - case study: Lastminute.com,	<i>Presentation, analysis, discussions</i>	<i>1 hours</i>
7. CONSTITUENT ELEMENTS OF PRODUCT POLICIES -	<i>Presentation, analysis,</i>	<i>1 hours</i>

case study: Coca-Cola; exercises	<i>discussions</i>	
8. CONSTITUENT ELEMENTS OF PRICE POLICIES - case study: Analysis of the price policy of a company	<i>Presentation, analysis, discussions</i>	<i>1 hours</i>
9. CONSTITUTIONAL ELEMENTS OF DISTRIBUTION POLICIES - case studies, applications	<i>Presentation, analysis, discussions</i>	<i>1 hours</i>
10. THE CONSTITUTIONAL ELEMENTS OF DISTRIBUTION POLICIES - case studies,	<i>Presentation, analysis, discussions</i>	<i>1 hours</i>
11. CONSTITUTIONAL ELEMENTS OF DISTRIBUTION POLICIES - applications	<i>Presentation, analysis, discussions</i>	<i>1 hours</i>
12. THE CONSTITUTIONAL ELEMENTS OF PROMOTIONAL POLICY - Apicola case study	<i>Presentation, analysis, discussions</i>	<i>1 hours</i>
13. CONSTITUTIONAL ELEMENTS OF PROMOTIONAL POLICY: making a promotional message	<i>Presentation, analysis, discussions</i>	<i>1 hours</i>
14. Presentation of projects	<i>Presentation, analysis, discussions</i>	<i>1 hours</i>
8. Bibliography		
<ol style="list-style-type: none"> 1. Baker M. The Marketing Book, Fift Edition, Butterworth-Heinemann, 2003 2. McCarthy, J., E.; Shapiro, S.,J.; Perreault, W., D, <i>Essentials Of Marketing</i>, Homewood USA:IRWIN,1988 3. Myers, J., H, <i>Marketing</i> , McGRAW-HILL BOOK COMPANY,1986 4. Pastiu C. Marketing Seria Didactica 2015 5. Pride, W., M.; Ferrell, O.C, <i>Marketing</i> , BOSTON:HOUGHTON MIFFLIN COMPANY,1991 6. Stone, M.,A.;Desmond, J., McCall, J.B.,<i>Fundamentals of Marketing</i>, LONDON:ROUTLEDGE,2007 		

9. Corroboration of course contents with the expectations of the epistemic community’s significant representatives, professional associations and employers in the field of the academic programme

According to the demands imposed by the labor market, the course will offer the students the possibilities and aptitudes necessary to carry out an analysis and interpretation of the phenomena and marketing processes; to simulate, analyze and interpret the stages of a marketing plan; to analyze the components of the marketing mix.

10. Assessment

Type of activity	10.1 Assessment criteria	10.2 Assessment methods	10.3 Weight of the final grade
10.4 Course	<i>Final assessment</i>	<i>Written exam</i>	70%
	-	-	-
10.5 Seminar	<i>Eg. Verification during the semester</i>	<i>Project</i>	30%

	-	-	-
10.6 Minimum performance standard: Obtaining minimum 5 (five).			
<ul style="list-style-type: none"> - <i>obtaining the minimum mark 5 (five)</i> - <i>attendance at least 80% of all seminars</i> - <i>minimum 60% attendance at the courses</i> - <i>realization of the semester project according to the requirements</i> 			

Fill in date
04.09.2019

Course titular's signature,

PhD Assoc.Prof. Pastiu Carmen Adina

Seminar titular's signature,

PhD Assoc.Prof. Pastiu Carmen Adina

Approval date in department
4.09.2019

Department director's signature,
PhD Assoc.Prof. Gavrilă-Păven Ionela