

CURRICULA

1. Information about the program

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| 1.1. Institution | „1 Decembrie 1918” University of Alba Iulia |
| 1.2. Faculty | Economic Sciences |
| 1.3. Department | Business Administration and Marketing |
| 1.4. Study field | Business Administration |
| 1.5. Level | Masteral Studies |
| 1.6. Study program | Business Administration (in English) |

2. Information about discipline

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|--------------------------|----------------------------|---------------|----------|-------------------------------|----------|--|----------|
| 2.1. Discipline title | On-line Marketing Research | | | 2.2. Course code | BA 113 | | |
| 2.3. Course coordinator | Muntean Andreea | | | | | | |
| 2.4. Seminar coordinator | Lazea Ruxandra | | | | | | |
| 2.5. Study year | 1 | 2.6. Semester | 1 | 2.7. Evaluation type (E/C/VP) | E | 2.8. Type of course (C – compulsory, Op – optional) | C |

3. Number of teaching hours per semester

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|----------------------------------|-----------|------------------------|-----------|-------------------------|-----------------|
| 3.1. Teaching hours per week | 3 | from wich: 3.2. course | 2 | 3.3. seminar | 1 |
| 3.4. Total of hours per semester | 42 | from wich: 3.5. course | 28 | 3.6. seminar/laboratory | 14 |
| Distribution of time | | | | | Number of hours |
| Study from course book | | | | | 40 |
| Suplimentary documentation | | | | | 30 |
| Preparing for seminars, papers | | | | | 30 |
| Mentoring | | | | | 6 |
| Exams | | | | | 2 |
| Other activities | | | | | |

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| Total of hours per individual study | 108 |
| 3.8 Total of hours per study plan | 42 |
| 3.9 Total of hours per semester | 150 |
| 3.10 Number of ECTS credits allocated | 7 |

4. Preconditions (when is the case)

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| 4.1. of curriculum | <i>Other disciplines, ex:</i> |
| 4.2. of competences | |

5. Conditions (when is the case)

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| 5.1. for the course | |
| 5.2. for the seminar | |

6. Specific competences

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| Professional competences | <p>C1. Creative application of research and problem-solving techniques in business management;</p> <p>C20. Developing general organization development strategies (marketing, promotion strategies, etc.); elaboration of studies and analyzes, technical-economic, organizational and efficiency opportunities for the specific activities of the organizations;</p> <p>C27. The ability to design the methodology for conducting an online marketing research and to collect, analyze and interpret the received information;</p> |
| Additional competences | |

7. Discipline objectives

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| 7.1 General objective | Familiarize the students with the methods and techniques specific to marketing research in the on-line environment. |
| 7.2 Specific objective | <p><i>Presentation of appropriate research techniques for the on-line environment;</i></p> <p><i>Learning outcomes of the course unit: Students acquire the knowledge regarding the measurement of the marketing phenomena in the online environment;</i></p> <p><i>Analyzing and interpreting information obtained after conducting the on-line research;</i></p> |

8. Content

| Course | Teaching methods | Obs. |
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| 1. Marketing research - basic concepts | Lecture, talks | 2 ore |
| 2. Differences between classic marketing research and online marketing research | Lecture, talks | 2 ore |
| 3. Measurement and scaling in the on-line marketing research | Lecture, talks | 2 ore |
| 4. Online research tools (keyword search, competitor link tracking, Blogs, on-line surveys) | Lecture, talks | 2 ore |
| 5. Online research tools (keyword search, competitor link tracking, Blogs, on-line surveys) | Lecture, talks | 2 ore |
| 6. Online research techniques (audience research, product research, brand research, "scanner research", database research, after-sales studies, or consumer satisfaction) | Lecture, talks | 2 ore |
| 7. Online research techniques (audience research, product research, brand research, scanner research, database research, after-sales studies, or consumer satisfaction) | Lecture, talks | 2 ore |
| 8. Online research techniques (audience research, product research, brand research, scanner research, database research, after-sales studies, or consumer satisfaction) | Lecture, talks | 2 ore |
| 9. Online research techniques (audience research, product research, brand research, scanner research, database research, after-sales studies, or consumer satisfaction) | Lecture, talks | 2 ore |
| 9. Methods of obtaining information in marketing research - quantitative methods | Lecture, talks | 2 ore |
| 10. Methods of obtaining information in marketing research - quantitative methods | Lecture, talks | 2 ore |
| 12. Methods of obtaining information in marketing researches - qualitative methods | Lecture, talks | 2 ore |

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| 13. Data analysis in marketing research | Lecture, talks | 2 ore |
| 14. Data analysis in marketing research | Lecture, talks | 2 ore |
| References | | |
| <ol style="list-style-type: none"> BALAURE V. (COORD), <i>MARKETING</i>, EDITURA URANUS, BUCUREȘTI, 2003 BURNS, A.C., BUSH, R., <i>MARKETING RESEARCH</i>, PRENTICE HALL, NEW YORK, 2006 CĂTOIU I. (COORD), <i>CERCETĂRI DE MARKETING</i>, EDITURA URANUS, BUCUREȘTI, 2003 CĂTOIU I. (COORD.), <i>METODE ȘI TEHNICI UTILIZATE ÎN CERCETĂRILE DE MARKETING – APLICAȚII</i>, EDITURA URANUS, BUCUREȘTI, 1999 MALHOTRA N. <i>MARKETING RESEARCH: AN APPLIED ORIENTATION</i> | | |
| Seminar | | |
| 1. Introduction to online marketing research; Measurement and scaling in marketing research | Lecture, talks | 2 ore |
| 2. On-line research tools - case studies | Lecture, talks | 2 ore |
| 3. Online research techniques - practical applications | Lecture, talks | 2 ore |
| 4. Online research techniques - practical applications | Lecture, talks | 2 ore |
| 5. Applications on Quantitative Methods in Online Marketing Research | Lecture, talks | 2 ore |
| 6. Applications on Qualitative Methods in Online Marketing Research | Lecture, talks | 2 ore |
| 7. Methods of data analysis in online marketing research | Lecture, talks | 2 ore |
| References | | |
| <ol style="list-style-type: none"> BALAURE V. (COORD), <i>MARKETING</i>, EDITURA URANUS, BUCUREȘTI, 2003 BURNS, A.C., BUSH, R., <i>MARKETING RESEARCH</i>, PRENTICE HALL, NEW YORK, 2006 CĂTOIU I. (COORD), <i>CERCETĂRI DE MARKETING</i>, EDITURA URANUS, BUCUREȘTI, 2003 CĂTOIU I. (COORD.), <i>METODE ȘI TEHNICI UTILIZATE ÎN CERCETĂRILE DE MARKETING – APLICAȚII</i>, EDITURA URANUS, BUCUREȘTI, 1999 MALHOTRA N. <i>MARKETING RESEARCH: AN APPLIED ORIENTATION</i> | | |

Corroborating the contents of the discipline with the expectations of epistemic community representatives, professional associations and representative employers in the field of the program

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Evaluation type

| Activity type | 10.1 Evaluation criteria | 10.2 Evaluation methods | 10.3 Percent in the final grade |
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| 10.4 Course | - <i>Solving the exam requirements</i> | <i>Written exam</i> | 70% |
| 10.5 Seminar | - <i>Finishing the practical activities</i> | <i>Project</i> | 30% |
| | - <i>Scientific content of the papers</i> | | |
| | - <i>Involvement in classes topic</i> | | |
| 10.6 Minimum performance standard: minin 5 | | | |
| Demonstrating the competences: <i>Appropriate use of methods and concepts, techniques and tools in on-line marketing research</i> | | | |

Date:
05.09.2019

Signature of course coordinator:
Muntean Andreea

Signature of seminar coordinator:
Lazea Ruxandra

Date for Department aproval:
10.09.2019

Signature of the Head of Department:
Gavrila Paven Ioanela