

CURRICULA

1. Information about the program

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

2.1. Discipline title	On-line Marketing Research			2.2. Course code	BA 213		
2.3. Course coordinator	Muntean Andreea						
2.4. Seminar coordinator	Lazea Ruxandra						
2.5. Study year	2	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

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					

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	6

4. Preconditions (when is the case)

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

5. Conditions (when is the case)

5.1. for the course	
5.2. for the seminar	

6. Specific competences

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

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.
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

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), MARKETING, EDITURA URANUS, BUCUREȘTI, 2003 BURNS, A.C., BUSH, R., MARKETING RESEARCH, PRENTICE HALL, NEW YORK, 2006 CĂTOIU I. (COORD), CERCETĂRI DE MARKETING, EDITURA URANUS, BUCUREȘTI, 2003 CĂTOIU I. (COORD.), METODELE ȘI TEHNICI UTILIZATE ÎN CERCETĂRILE DE MARKETING – APLICAȚII, EDITURA URANUS, BUCUREȘTI, 1999 MALHOTRA N. MARKETING RESEARCH: AN APPLIED ORIENTATION 		
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), MARKETING, EDITURA URANUS, BUCUREȘTI, 2003 BURNS, A.C., BUSH, R., MARKETING RESEARCH, PRENTICE HALL, NEW YORK, 2006 CĂTOIU I. (COORD), CERCETĂRI DE MARKETING, EDITURA URANUS, BUCUREȘTI, 2003 CĂTOIU I. (COORD.), METODELE ȘI TEHNICI UTILIZATE ÎN CERCETĂRILE DE MARKETING – APLICAȚII, EDITURA URANUS, BUCUREȘTI, 1999 MALHOTRA N. MARKETING RESEARCH: AN APPLIED ORIENTATION 		

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
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:
5.09.2019

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 Ionela