

SYLLABUS
Marketing

1. Information on academic programme

1.1. University	"1 Decembrie 1918" University of Alba Iulia
1.2. Faculty	of Science
1.3. Department	Economic Science and Business Administration
1.4. Field of study	<i>Business Administration</i>
1.5. Cycle of Study	undergraduate
1.6. Academic programme / Qualification	<i>Business Administration</i>

2. Information of Course Matter

2.1. Course		<i>Marketing</i>			2.2. Code		BA 124	
2.3. Course Leader/ Seminar Tutor			Pastiu Carmen					
2.4. Seminar Tutor			Lazea Ruxandra					
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/lab	2
3.4. Total number of hours in the curriculum	42	out of which: 3.5. course	28	3.6. seminar/lab	14
Allocation of time:					hours
Individual study of readers					30
Documentation (library)					22
Home assignments, Essays, Portfolios					14
Tutorials					-
Assessment (examinations)					2
Other activities.....					-

3.7 Total number of hours for individual study	66
3.8 Total number of hours in education plan	42
3.9 Total number of hours per semester	108
3.10 Number of credits	4

4. Prerequisites (*where applicable*)

4.1. about curriculum	Courses from previous semesters: eg.
4.2. about competences	<i>The competences stipulated for the above mentioned courses, eg.:</i>

5. Requisites (*where applicable*)

5.1. for course development	<i>Classroom with board and video projector</i>
5.2. for seminar/lab	<i>Classroom with board and video projector</i>

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

Professional competences	<p>2. Use of informatics resources in the financial and accounting field</p> <p>C2.1 Definition and description of the fundamental concepts in the field of IT and communication in digital economy</p> <p>C2.2. Explanation of the fundamental concepts in the field of IT and communication in digital economy</p> <p>C2.3 Use of database management systems and specific programs</p> <p>C2.4 Comparative study and critical assessment of the main programs in financial and accounting statement and records</p> <p>C2.5 Use and development of a simple system for collecting information with a view to registering the economic operations in the accounting system</p> <p>2. Establishment and description of the economic and financial indicators</p> <p>C4.1 Identification and description of the financial and economic indicators</p> <p>C4.2 Explanation and interpretation of the economic and financial indicators</p> <p>C4.3. Application of the methodology of reckoning and analysis of the economic and financial indicators</p> <p>C4.4 Adequate use of the methodology for analysis of economic and financial indicators</p> <p>C4.5 Designing a work structure for analysis of the financial position and performance of an entity/organisation</p>
Transversal competences	-

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

7.1 General objectives of the course	<i>To assimilate knowledge, systematic individual study and thinking effort are needed, in order to understand the knowledge at interdisciplinary level. At the same time, the course implies bibliographical information at a large scale related to the way in which the marketing activity is developed in a country with tradition in the field, and to use their experience, etc.</i>
7.2 Specific aims	<ul style="list-style-type: none"> ✓ <i>To ensure the minimum volume of knowledge in the field of marketing;</i> ✓ <i>To transmit to the students the fundamental methodological, theoretical and practical elements in the field of marketing</i> ✓ <i>To assimilate the fundamental economic knowledge needed for their future career;</i> ✓ <i>To form the economic thinking and to operate with free enterprise regulations;</i> ✓ <i>To integrate general economic aspects related to the company marketing activity.</i>

8. Course contents

8.1 Course (learning units)	Teaching methods	Remarks
<i>Chapter 1. Content and role of marketing</i>	<i>Lecture, presentation, discussions</i>	
1.1. Concept of marketing	<i>Lecture, presentation, discussions</i>	
1.2. Marketing role and functions	<i>Lecture, presentation, discussions</i>	
1.3. Marketing fields and specialisation	<i>Lecture, presentation, discussions</i>	
<i>Chapter 2. Marketing environment in a company</i>	<i>Lecture, presentation, discussions</i>	
2.1. Concept of marketing environment	<i>Lecture, presentation, discussions</i>	
2.2. The components of the marketing environment of a company	<i>Lecture, presentation, discussions</i>	
<i>Chapter 3. Company market</i>	<i>Lecture, presentation, discussions</i>	
3.1. The content, area and profit of the company market from marketing perspective	<i>Lecture, presentation, discussions</i>	
3.2. Company market dimensions	<i>Lecture, presentation, discussions</i>	

Chapter 4. Marketing research	<i>Lecture, presentation, discussions</i>	
4.1. Content of marketing research	<i>Lecture, presentation, discussions</i>	
4.2. Marketing research area	<i>Lecture, presentation, discussions</i>	
Chapter 5. Product policy	<i>Lecture, presentation, discussions</i>	
5.1. Constitutive elements of the product policy	<i>Lecture, presentation, discussions</i>	
5.2. Marketing strategies for a new product	<i>Lecture, presentation, discussions</i>	
Chapter 6. Price policy	<i>Lecture, presentation, discussions</i>	
6.1. The price in the marketing mix	<i>Lecture, presentation, discussions</i>	
6.2. The objects of the price policy	<i>Lecture, presentation, discussions</i>	
Chapter 7. Distribution policy	<i>Lecture, presentation, discussions</i>	
7.1. Content and role of commodity distribution	<i>Lecture, presentation, discussions</i>	
7.2. Distribution channels	<i>Lecture, presentation, discussions</i>	
7.3. Physical distribution	<i>Lecture, presentation, discussions</i>	
Chapter 8. Promotional policy	<i>Lecture, presentation, discussions</i>	
a. Structure of promotional activity	<i>Lecture, presentation, discussions</i>	
b. promotional strategies	<i>Lecture, presentation, discussions</i>	
Chapter 9. Marketing activity organisation	<i>Lecture, presentation, discussions</i>	
9.1. Marketing division internal structure	<i>Lecture, presentation, discussions</i>	
9.2. Marketing staff	<i>Lecture, presentation, discussions</i>	
Chapter 10. Marketing information system	<i>Lecture, presentation, discussions</i>	
10.1. Content of the marketing information system	<i>Lecture, presentation, discussions</i>	
10.2. Structure of the marketing information system	<i>Lecture, presentation, discussions</i>	
10.3. Marketing information system design	<i>Lecture, presentation,</i>	

	<i>discussions</i>	
Chapter 11. Marketing forecast	<i>Lecture, presentation, discussions</i>	
11.1. Marketing forecast area and typology	<i>Lecture, presentation, discussions</i>	
11.2. Qualitative and quantitative methods of market foresight	<i>Lecture, presentation, discussions</i>	
8.2 Bibliography		
<ol style="list-style-type: none"> 1. Bacall, L., <i>Promovarea marketingului în managementul românesc</i>, Economic Publishing House, Bucharest, 2000. 2. Balaure, V., (coord.), <i>Marketing</i>, 2nd edition, Uranus, Bucharest, 2002. 3. Bruhn, M., <i>Marketing</i>, Economic Publishing House, Bucharest, 1999. 4. Buell, V., <i>Marketing Management: A strategic planning approach</i>, S.L MCGRAW-HILL BOOK COMPANY, 1984 5. Cătoi, I., (coord.), <i>Cercetări de marketing</i>, Uranus, Bucharest, 2002. 6. Cătoi, I., Teodorescu, N., <i>Comportamentul consumatorului, Teorie și practică</i>, Economic Publishing House, Bucharest, 2003. 7. Danciu, V., <i>Marketing internațional</i>, Economic Publishing House, Bucharest, 2000 8. Hinescu, A., Iuga, I., Bolog, A., <i>Management-Marketing</i>, Aeternitas, Alba Iulia, 2002. 9. Hinescu, A., Ludușan, N., Iuga, I., <i>Tehnici de promovare a produselor și serviciilor</i>, ROMHELION, Bucharest, 2001. 10. Hinescu, A., Stremțan, F., Ludușan, N., Iuga, I., Bolog, A., <i>Tehnici promoționale</i>, STAR SOFT, Alba Iulia, 2003. 11. Kotler, Ph., <i>Kotler despre marketing. Cum să creem, cum să câștigăm și cum să dominăm piețele</i>, CURIER MARKETING Publishing House, Bucharest, 2003. 12. Kotler, Ph., <i>Managementul Marketingului</i>, Teora, Bucharest, 2004. 13. Kotler, Ph., et alii, <i>Marketingul locurilor</i>, Teora, Bucharest, 2001. 14. McCarthy, J., E.; Shapiro, S.,J.; Perreault, W., D, <i>Essentials Of Marketing</i>, Homewood USA:IRWIN, 1988 15. Myers, J., H, <i>Marketing</i>, MCGRAW-HILL BOOK COMPANY, 1986 16. Pride, W., M.; Ferrell, O.C, <i>Marketing</i>, BOSTON:HOUGHTON MIFFLIN COMPANY, 1991 17. Stone, M.,A.;Desmond, J., McCall, J.B., <i>Fundamentals Of Marketing</i>, LONDON:ROUTLEDGE, 2007 		
Seminar-lab		
1. MARKETING ROLE AND FUNCTIONS	<i>Presentation, analysis, discussions</i>	
2. COMPANY MICROENVIRONMENT AND MACROENVIRONMENT – case study	<i>Presentation, analysis, discussions</i>	
3. COMPANY MARKET DIMENSIONS – applications	<i>Presentation, analysis, discussions</i>	
4. CONSTITUTIVE ELEMENTS OF THE PRODUCT POLICY – case study	<i>Presentation, analysis, discussions</i>	
5. CONSTITUTIVE ELEMENTS OF THE PRICE POLICY – case study	<i>Presentation, analysis, discussions</i>	
6. CONSTITUTIVE ELEMENTS OF THE DISTRIBUTION	<i>Presentation, analysis,</i>	

POLICY – case study	<i>discussions</i>	
7. CONSTITUTIVE ELEMENTS OF PROMOTIONAL POLICY – case study	<i>Presentation, analysis, discussions</i>	

Bibliografie

1. Balaure, V., (coord.), *Marketing*, 2nd edition, Uranus, Bucharest, 2002.
2. Bruhn, M., *Marketing*, Economic Publishing House, Bucharest, 1999.
3. Buell, V., *Marketing Management: A strategic planning approach*, S.L McGRAW-HILL BOOK COMPANY, 1984
4. Cătoi, I., (coord.), *Cercetări de marketing*, Uranus, Bucharest, 2002.
5. Cătoi, I., Teodorescu, N., *Comportamentul consumatorului, Teorie și practică*, Economic Publishing House, Bucharest, 2003.
6. Cravens, D., W.; Lamb, Ch., W. *Strategic Marketing Cases And Applications*, HOMEWOOD USA:IRWIN, 1986
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8. Danciu, V., *Marketing internațional*, Economic Publishing House, Bucharest, 2000
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12. Kotler, Ph., *Kotler despre marketing. Cum să creem, cum să câștigăm și cum să dominăm piețele*, CURIER MARKETING Publishing House, Bucharest, 2003.
13. Kotler, Ph., *Managementul Marketingului*, Teora, Bucharest, 2004.

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 marketing requirements, the course provides the students with the possibilities and skills needed in order to interpret and analyse the marketing processes and phenomena; to simulate, analyse and interpret the stages of a marketing plan; to analyse the components of marketing mix

Note: Seminars will be retrieved by drawing up supplementary written papers (for students who did not attend the minimum number of hours)

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>Drawing up of a marketing plan</i>	30%
	-	-	-
10.6 Minimum performance standard:			
<i>C 1. Knowledge and understanding of the fundamental concepts, theories and methods in the field and the speciality</i>			

area; their adequate use in professional communication.
C5. Drawing up of professional projects with methods and principles acknowledged in the field..

Fill in date

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Course titular's signature,

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Seminar titular's signature,

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Approval date in department

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Department director's signature,

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