

## SYLLABUS

### 1. Information on academic programme

1.1. University	<b>“1 Decembrie 1918”</b>
1.2. Faculty	<b>Faculty Of Economic Sciences</b>
1.3. Department	<b>Economic Science and Business Administration</b>
1.4. Field of Study	<b>Business Administration</b>
1.5. Cycle of Study	<b>undergraduate</b>
1.6. Academic programme / Qualification	<b>Business Administration</b>

### 2. Information of Course Matter

2.1. Course		<b>Services Marketing</b>		2.2. Code		<b>BA228</b>	
2.3. Course Leader/ Seminar Tutor			Pastiu Carmen				
2.4. Seminar Tutor			Popescu Alin				
2.5. Academic Year	<b>II</b>	2.6. Semester	<b>II</b>	2.7. Type of Evaluation (E – final exam/C-examination /VP)	<b>E</b>	2.8. Type of course (C– Compulsory, <b>Op</b> – optional, <b>F</b> - Facultative)	<b>OCI</b>

### 3. Course Structure (Weekly number of hours)

3.1. Weekly number of hours	<b>3</b>	3.2. course	<b>2</b>	3.3. seminar, laboratory	<b>1</b>
3.4. Total number of hours in the curriculum	<b>33</b>	3.5. course	<b>22</b>	3.6. seminar, laboratory	<b>11</b>
Allocation of time:					Hours
Individual study of readers					<b>30</b>
Documentation (library)					<b>20</b>
Home assignments, Essays, Portfolios					<b>22</b>
Tutorials					-
Assessment (examinations)					<b>2</b>
Other activities.....					-

3.7 Total number of hours for individual study	<b>67</b>
3.8 Total number of hours in the curriculum	<b>33</b>
3.9 Total number of hours per semester	<b>100</b>
3.10 number of ECTS	<b>4</b>

### 4. Prerequisites (where applicable)

4.1. curriculum-based	Marketing BA 124
4.2. competence-based	Microenvironment, Macroenvironment, Market, Marketing Mix

### 5. Requisites (where applicable)

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

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

Professional competences	<p>1. Knowledge and understanding of the fundamental concepts, theories and methods in the field and specialty area; their adequate use in professional communication;</p> <p>C1.1. Description of the economic paradigms, concepts and theories about the influence of external environment on enterprise/organization</p> <p>C2.1. Identification of the economic concepts and theories associated to the enterprise/organisation</p> <p>C3.1. Identification of the economic implications associated to a unit functioning and administration in enterprise/organization</p> <p>C4.1. Identification and description of the concepts of planning, organization, coordination and control in human resource activity</p> <p>C5.1. Description of the concepts, theories and methodologies for database administration specific to the field of business administration</p> <p>2. Use of the fundamental knowledge in order to explain and interpret various types of concepts, situations, processes, projects, etc. associated to the field</p> <p>C1.2. Explanation and interpretation of the relation of economic influence exerted by the external environment on enterprise/organization</p> <p>C2.2.Explanation and interpretation of the relations between the entities of an enterprise/organization</p> <p>C3.2. Explanation and interpretation of the social and economic implications associated to a unit functioning and administration in enterprise/organization unit</p> <p>C4.2. Explanation and interpretation of the concepts of planning, organization, coordination and control in human resource activity</p> <p>C5.2. Quantitative and qualitative explanation and interpretation of the database information</p> <p>3. Application of fundamental methods and principles for solving well defined, typical situations/problems in the field, with qualified assistance</p> <p>C1.3. Application of adequate tools for the analysis of the influence relation exerted by the external environment on enterprise/organization</p> <p>C2.3. Application of adequate tools in solving problems related to the relations between the enterprise/organization units</p> <p>C3.3. Application of specific tools for the analysis of an enterprise/organization unit functioning</p> <p>C4.3. Solving problems/situations specific to the human resource activity: recruitment, selection, motivation, salary, work program, forming</p> <p>C5.3. Application of adequate tools to analyse data specific to the field of business administration</p>
Transversal competences	-

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

7.1 General objectives of the course	<i>The main aim of the course has in view the students' familiarization with the concepts of external and internal marketing and the interactive marketing of the service provider, etc. The course also aims to clarify the content of services, market and service consumer behaviour.</i>
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7.2 Specific objectives of the course	<ul style="list-style-type: none"> <li>- <i>Knowledge and understanding of the fundamental concepts, methods and theories in service marketing and the speciality area; their adequate use in marketing professional communication;</i></li> <li>- <i>Use of fundamental knowledge in order to explain and interpret various types of concepts, situations, processes, etc. associated to the field of service marketing;</i></li> <li>- <i>Application of fundamental methods and principles in order to solve well defined, typical problems/situations having qualified assistance in this respect.</i></li> </ul>
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## 8. Course contents

<b>8.1 Course (learning units)</b>	<b>Teaching methods</b>	<b>Remarks</b>
<b>Chapter 1. Introduction to the services marketing</b> 1.1. Content of services marketing 1.2. Characteristics of the services marketing	<i>Lecture, presentation, discussions</i>	
<b>Chapter 2. Marketing environment of the companies</b> 2.1. Peculiarities of the concept of marketing in the field of services 2.2. External environment of the services providing companies 2.3. Internal environment of the services providing companies 2.4. The relations between the services providers companies with the external environment	<i>Lecture, presentation, discussions</i>	
<b>Chapter 3. Service marketing – peculiarities</b> 3.1. Specialisation of the services marketing 3.2. Tourism marketing 3.3. Financial and banking marketing 3.4. Marketing in the field of transport	<i>Lecture, presentation, discussions</i>	
<b>Chapter 4. Quality peculiarities in the field of services</b> 4.1. Differences in concepts between service quality and material goods 4.2. Quality of services – defining elements 4.3. Service quality assessment	<i>Lecture, presentation, discussions</i>	
<b>Chapter 5. Service provider’s market</b> 5.1. Essential component of external environment 5.2. Management – strategic marketing in the field of services 5.3. Strategic marketing in the field of services	<i>Lecture, presentation, discussions</i>	
<b>Chapter 6. Marketing policies in the field of services</b> 6.1. Marketing strategies in the field of services	<i>Lecture, presentation, discussions</i>	
<b>Chapter 7. Product policy</b> 7.1. Concept of global service 7.2. New services – limits and possibilities 7.3. Product strategies 7.4. Peculiarities of product policy for various types of services	<i>Lecture, presentation, discussions</i>	
<b>Chapter 8. Distribution policy</b> 8.1. Consumer role in service distribution	<i>Lecture, presentation, discussions</i>	

8.2. Service distribution through mediators and electronic communication channels 8.3. Distribution strategies 8.4. Peculiarities of distribution for various types of services		
<b>Chapter 9. Price policy</b> 9.1. Price of services 9.2. Price strategies 9.3. Peculiarities of price strategies for various types of services	<i>Lecture, presentation, discussions</i>	
10.1. Content of the communication activity 10.2. Communication messages 10.3. Promotional means employed in the field of services 10.4. Peculiarities of promotion within various types of services	<i>Lecture, presentation, discussions</i>	
<b>8.2 References</b> 1. Balaure V., (coord.) Marketing, Uranus, Bucharest, 2004 2. Cetinã I., Brandabur R., Constantinescu M., Marketingul serviciilor, Uranus, Bucharest, 2006 3. Denis L., Marketing des services, Dunod, Paris, 2005 4. Kotler Ph., Managementul marketingului, Teora, Bucharest, 2004 5. Kotler Ph., Gary, A. Principiile marketingului, Teora, Bucharest, 2004 6. Kotler Ph., Nancy L. Marketing în sectorul public, Meteor Press, Bucharest, 2008 7. Lovelock C., Marketing des services, Pearson Education, Paris, 2004 8. Olteanu V., Marketing în servicii, Ecomar, Bucharest, 2003 9. Stremțan F., Bolog A., Elemente de marketing în servicii, Series Didactica, "1 Decembrie 1918 University", Alba Iulia, 2011.		
<b>Seminars-laboratories</b>	<b>Teaching methods</b>	
1. Differences between services and material goods; characteristics of services	<b>Conversation</b> <b>Examples</b> <b>Case studies</b>	
2. Application: External environment analysis for a service provider Internal environment analysis for a service provider	<b>Conversation</b> <b>Examples</b> <b>Case studies</b>	
3. Tourism marketing; Financial and banking marketing; Marketing in transport – applications; Service provider market – case study	<b>Conversation</b> <b>Examples</b> <b>Case studies</b>	
4. Marketing strategies in the field of services Peculiarities of the product policy depending on various types of services Case study – a new hotel in Alba Iulia	<b>Conversation</b> <b>Examples</b> <b>Case studies</b>	
5. Case study: distribution channels for various types of services Price strategies Peculiarities of the price strategies for various types of services	<b>Conversation</b> <b>Examples</b> <b>Case studies</b>	
6. Case study: modes of communication and promotion in the field of services	<b>Conversation</b> <b>Examples</b> <b>Case studies</b>	

## References

1. Balaure, V., et al., Marketing, Uranus, Bucharest, 2006
2. Cetină I., Brandabur R., Marketingul serviciilor, Uranus, Bucharest, 2004
3. Cetină I., Brandabur R., Mihaela constantinescu, *Marketingul serviciilor – o abordare teoretică și studii de caz*, Uranus, Bucharest, 2003
4. Kotler, Ph., Managementul Marketingului, Teora, Bucharest, 2008
5. Kotler Ph., Gary, A. Principiile marketingului, Teora, Bucharest, 2004
6. Kotler Ph., Nancy L. Marketing în sectorul public, Meteor Press, Bucharest, 2008
7. Olteanu V., Marketingul serviciilor, Ecomar, Bucharest, 2003
8. Olteanu V., *Marketingul serviciilor- o abordare managerială*, Ecomar, Bucharest, 2003.

### 1. 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 market requirements, the course provides the students with skills and possibilities needed in order to make comparisons between products and services, to analyse and interpret processes and phenomena imposed by the market peculiarities for service marketing, to analyse the elements of marketing mix within services*

### 2. Assessment

Activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of final grade
10.4 Course	<i>Final evaluation</i>	<i>Written paper</i>	60%
	-	-	-
10.5 Seminar/laboratory	<i>Continuous assessment</i>	<i>Portfolio with practical works</i>	40%
	-	-	-
10.6 Minimum performance standard:			
<i>C 1. Knowledge and understanding of the fundamental concepts, theories and methods in the field and speciality area; their adequate use in professional communication.</i>			
<i>C3. Application of fundamental methods and principles for solving well defined, typical problems/situations specific to the field, with qualified assistance in this respect</i>			

Remarks: .....

Submission date

Course leader signature

Seminar tutor signature

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Date of approval by Department members

Department director signature

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