

SYLLABUS
Academic year 2024-2025
Year of Study I / Semester II

1. Information on academic program

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	Bachelor
1.6. Academic program / Qualification/ ESCO Code	Business Administration / 242102 Process improvement specialist, 242104 Process manager, 242110 Specialist in planning, control, and reporting of economic performance; ESCO Code 2421 - Management and Organisation Analysts

2. Information of Course Matter

2.1. Course		Marketing			2.2. Code		BA124	
2.3. Course Leader			Prof. PhD Pastiu Carmen Adina					
2.4. Seminar Tutor			Assist. PhD Ciolomic Ioana Andreea					
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 individual study hours (a+b+c)	81
3.8 Total hours of university activities (d+e+f+3.4)	44
3.9 Total hours per semester (3.7+3.8)	125
3.10 Number of ECTS	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	R5/C5 Performs data analysis R6/C6 Interprets commercial information R12/C12 Analyzes the external factors of companies
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	R13/C13 Analyzes the internal factors of companies R14/C14 Conducts quantitative research
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	Remarks
1. Marketing - introductory notions - The concept of marketing	Lecture, presentation, discussions	2 hours
2. Marketing environment of the company - Microenvironment	Lecture, presentation, discussions	2 hours
3. Marketing environment of the company - Macroenvironment	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, discussions	2 hours
6. Product policy: Product definition; Product classification; Product lines and ranges	Lecture, presentation, discussions	2 hours
7. Product policy: Product life cycle, New products, Brand, Product strategies	Lecture, presentation, discussions	2 hours
8. Product policy: Brand, Product strategies	Lecture, presentation, discussions	2 hours
9. Price policy: The concept of price; Ways of determining the price; Price strategies	Lecture, presentation, discussions	2 hours
10. Distribution policy: Distribution - concept and content; Distribution channels	Lecture, presentation, discussions	2 hours
11. Distribution policy: Forms of distribution; Distribution strategies	Lecture, presentation, discussions	2 hours
12. Promotion policy: Communication; Structure of the promotional activity	Lecture, presentation, discussions	2 hours
13. Promotion policy: Promotional strategies	Lecture, presentation, discussions	2 hours
14. Recap.	Lectures, Conversation Examples Video support, Analyses, Case studies	2 hours

Bibliography

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:HUGHTON MIFFLIN COMPANY,1991
10. STONE, M.,A.;Desmond, J., McCall, J.B.,*Fundamentals of Marketing*, LONDON:ROUTLEDGE,2007

8.2. Seminar		
1. THE ROLE AND FUNCTIONS OF MARKETING: application THE MICROENVIRONMENT AND THE MACROENVIRONMENT OF THE COMPANY - applications;	Presentation, analysis, discussions	2 hours
2. DIMENSIONS OF THE MARKET MARKET - applications;	Presentation, analysis,	2 hours

	<i>discussions</i>	
3. CONSTITUENT ELEMENTS OF PRODUCT POLICIES - case study: Lastminute.com,	<i>Presentation, analysis, discussions</i>	<i>2 hours</i>
4. CONSTITUENT ELEMENTS OF PRICE POLICIES - case study: Analysis of the price policy of a company	<i>Presentation, analysis, discussions</i>	<i>2 hours</i>
5. CONSTITUTIONAL ELEMENTS OF DISTRIBUTION POLICIES - case studies, applications	<i>Presentation, analysis, discussions</i>	<i>2 hours</i>
6. THE CONSTITUTIONAL ELEMENTS OF PROMOTIONAL POLICY - Apicola case study	<i>Presentation, analysis, discussions</i>	<i>2 hours</i>
7. Presentation of projects	<i>Presentation, analysis, discussions</i>	<i>2 hours</i>

Bibliography

1. Baker M. The Marketing Book, Fift Edition, Butterworth-Heinemann, 2003
2. McCarthy, J., E.; Shapiro, S.,J.; Perreault, W., D, *Essentials Of Marketing*, Homewood USA:IRWIN,1988
3. Myers, J., H, *Marketing* , McGRAW-HILL BOOK COMPANY,1986
4. Pastiu C. Marketing Seria Didactica 2015
5. Pride, W., M.; Ferrell, O.C, *Marketing* , BOSTON:HOUGHTON MIFFLIN COMPANY,1991
6. Stone, M.,A.;Desmond, J., McCall, J.B.,*Fundamentals of Marketing*, 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>Verification during the semester</i>	30%
	-	-	-

10.6 Minimum performance standard: Obtaining minimum 5 (five).

- *obtaining the minimum mark 5 (five)*
- *attendance at least 80% of all seminars*
- *minimum 60% attendance at the courses*
- *realization of the semester project according to the requirements*

Fill in date
12.09.2024

Course leader's signature,
PhD Profesor. Pastiu Carmen Adina

Seminar tutor's signature,
Assist. PhD Ciolomic Ioana Andreea

Approval date in departament
16.09.2024

Department director's signature,
PhD Assoc.Prof. Maican Silvia Ștefania