

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

1. Information on academic program

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| 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

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|---------------------|-------------------------------|---------------|----------|--|-----------------|---|----------|
| 2.1. Course | Digital marketing | | | 2.2. Code | BA 216.4 | | |
| 2.3. Course leader | Conf. univ. dr. Maican Silvia | | | | | | |
| 2.4. Seminar leader | Conf. univ. dr. Maican Silvia | | | | | | |
| 2.5. Academic Year | II | 2.6. Semester | I | 2.7. Type of Evaluation (E – final exam / CE - colloquium examination / CA -continuous assessment) | E | 2.8. Type of course (C– Compulsory, Op – optional, F - Facultative) | C |

3. Course Structure (Weekly number of hours)

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|---|----|-------------|-----------|--------------|-----------|
| 3.1. Weekly number of hours | 3 | 3.2. course | 2 | 3.3. seminar | 1 |
| 3.4. Total number of hours in the curriculum | 42 | 3.5. course | 28 | 3.6. seminar | 14 |
| Allocation of time: | | | | | Hours |
| a Individual study of readers | | | | | 26 |
| b Documentation (library) | | | | | 10 |
| c Home assignments, Essays, Portfolios | | | | | 20 |
| d Tutorials | | | | | |
| e Assessment (examinations) | | | | | 2 |
| f Other academic activities (study visits, mentoring, projects) | | | | | - |

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| 3.7 Total number of hours for individual study (a+b+c) | 56 |
| 3.8 Total number of hours for academic activities (d+e+f+3.4) | 44 |
| 3.9 Total number of hours per semester (3.7+3.8) | 100 |
| 3.10 Number of ECTS | 4 |

4. Prerequisites (where applicable)

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|-------------------------|--|
| 4.1. curriculum - based | <i>Subjects to be completed from previous semesters: Marketing,</i> |
| 4.2. competence - based | Using basic knowledge to explain and interpret various types of concepts, situations, processes, projects, etc. associated with the field of marketing in the digital age. Elaboration of professional projects using established principles and methods in the field |

5. Requisites (where applicable)

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| 5.1. course-related | - for the course support: interactive teaching methods, PPT presentations, informative materials - for students: printed course material and in edited format - technical equipment: laptop, video projector, Internet |
| 5.2. seminar/laboratory-based | - for the seminar: modern instructional-educational activities and various informative materials |

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| | - <i>technical equipment: laboratory equipped with laptops, video projector, Internet network</i> - <i>participation in seminars and uploading projects/TCs on the Moodle Platform</i> |
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6. Specific competences to be acquired (chosen by the course leader from the programme general competences grid)

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|---------------------------|---|
| Competences/Study results | C1. Knowledge, understanding of the basic concepts, theories and methods of the field and area of specialization; their proper use in professional communication C2. Using basic knowledge to explain and interpret various types of concepts, situations, processes, projects, etc. associated with the field C3. Application of basic principles and methods for solving well-defined problems/situations, typical of the field in conditions of qualified assistance C.4. Appropriate use of standard evaluation criteria and methods, in order to assess the quality, merits and limits of processes, programs, projects, concepts, methods and theories |
| Transversal competences | - |

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

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|---------------------------------------|---|
| 7.1 General objectives of the course | <i>To develop the student's ability to build and use correctly and efficiently the notions related to the main aspects specific to the marketing activity.</i> |
| 7.2 Specific objectives of the course | <i>Specific objectives:</i> 1. <i>Understanding the typology of the distribution and the structure of its circuits;</i> 2. <i>Knowledge of the content and characteristics of digital marketing</i> 3. <i>Understanding the multiple aspects that arise from the set of processes that give the profile of the virtual store;</i> 4. <i>Knowledge and understanding of different forms of digital marketing;</i> 5. <i>Knowledge of the aspects related to the main operations specific to digital marketing</i> |

8. Course contents

| 8.1 Course | Teaching methods | Remarks |
|--|---------------------------------------|----------------|
| 1. Contemporary marketing: from logistics to digital experience. | <i>Lecture, discussions, examples</i> | 2 hours |
| 2. Customer needs and expectations in a digital context | <i>Lecture, discussions, examples</i> | 2 hours |
| 3. The customer's decision-making process in the digital world. | <i>Lecture, discussions, examples</i> | 2 hours |
| 4. Strategy in digital marketing: selecting and targeting customers, positioning brands and products | <i>Lecture, discussions, examples</i> | 2 hours |
| 5. Strategy in Digital Marketing: The Sales Funnel Principle | <i>Lecture, discussions, examples</i> | 2 hours |
| 6. Digital and digitized products | <i>Lecture, discussions, examples</i> | 2 hours |
| 7. Designing the customer experience in a digital context | <i>Lecture, discussions, examples</i> | 2 hours |
| 8. Digital marketing communication – the effect of the internet | <i>Lecture, discussions, examples</i> | 2 hours |
| 9. Big data in marketing: customer transmission vs. data transmission | <i>Lecture, discussions, examples</i> | 2 hours |
| 10. Digital servitization based on the "Internet of Things" | <i>Lecture, discussions, examples</i> | 2 hours |
| 11. Defining customer value based on artificial intelligence | <i>Lecture, discussions, examples</i> | 2 hours |
| 12. Collaboration with Artificial Intelligence in marketing | <i>Lecture, discussions, examples</i> | 2 hours |
| 13. Co-creating Value in Virtual Reality | <i>Lecture, discussions, examples</i> | 2 hours |
| 14. Ethics and customer protection in digital marketing. | <i>Lecture, discussions, examples</i> | 2 hours |
| Bibliography | | |
| 1. Kartajaya, H., Kotler, P., & Setiawan, I. (2016). <i>Marketing 4.0: moving from Traditional to Digital</i> . John Wiley & Sons. | | |
| 2. Kartajaya, H., Setiawan, I., & Kotler, P. (2021). <i>Marketing 5.0: Technology for humanity</i> . John Wiley & Sons. | | |
| 8.2 Seminar | | |
| 1. Defining a strategic problem and expected solutions | Conversation, Examples, Case Studies | 2 hours |

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|--|--------------------------------------|---------|
| 2. Defining digital marketing activities | Conversation, Examples, Case Studies | 2 hours |
| 3. Applying digital marketing to solving a sustainable development problem | Conversation, Examples, Case Studies | 2 hours |
| 4. Defining and Tracking the Target Market and Market Gap | Conversation, Examples, Case Studies | 2 hours |
| 5. Defining the digital marketing strategy and tracking the evolution of customers | Conversation, Examples, Case Studies | 2 hours |
| 6. Customer profiling in digital marketing and their loyalty strategy | Conversation, Examples, Case Studies | 2 hours |
| 7. Presentation of semester projects | Conversation | 2 hours |
| Bibliography | | |
| 1. Kartajaya, H., Kotler, P., & Setiawan, I. (2016). <i>Marketing 4.0: moving from Traditional to Digital</i> . John Wiley & Sons. | | |
| 2. Kartajaya, H., Setiawan, I., & Kotler, P. (2021). <i>Marketing 5.0: Technology for humanity</i> . John Wiley & Sons. | | |

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

The contents of the discipline are adapted to the current legislative framework and can contribute to the training of specialists in the field of digital marketing. For students who continue their studies at a master's program in the field of marketing, the discipline can be a starting point for deepening the field and developing works with a high scientific level. Through its content, the discipline responds to the current practical needs of employers.

10. Assessment

| Activity | 10.1 Evaluation criteria | 10.2 Evaluation methods | 10.3 Percentage of final grade |
|---|---|--|--------------------------------|
| 10.4 Course | <i>Correct and complete resolution of the requirements of the exam subjects</i> | <i>Written exam</i> | 70% |
| 10.5 Seminar | <i>- Scientific content of the report</i> | <i>Project presentation, resolving exercises during semester</i> | 20% |
| | <i>- individual activity during seminars</i> | | 10% |
| 10.6 Minimum performance standard: obtaining minimum grade 5. | | | |
| Passing the exam requires obtaining a minimum grade of 5 (five) in the final exam, to which the points corresponding to the other activities scored above will be added. - compliance with the UAB regulations in force; - participation in 50% of the teaching activities and the acquisition of basic concepts; - preparing and presenting a project, solving the exam topics. | | | |

Fill in date
12.09.2024

Course leader signature
Assoc. Prof. PhD. Maican Silvia

Seminar tutor signature
Assoc. Prof. PhD. Maican Silvia

Approval date in department
16.09.2024

Department director's signature,
Associate Professor PhD. Maican Silvia