

Syllabus

1. Programme information

1.1. Institution	THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
1.2. Faculty	Business Administration in Foreign Languages
1.3. Departments	Department of Business Administration (UNESCO)
1.4. Field of study	Business Administration
1.5. Cycle of studies	Master Studies
1.6. Education type	Full-time
1.7. Study programme	Entrepreneurship and Business Administration in Energy
1.8. Language of study	English
1.9. Academic year	2016-2017

2. Information on the discipline

2.1. Name	Relationship Marketing in the Energy Sector								
2.2. Code	16.0252IF1.1-0005								
2.3. Year of study	1	2.4. Semester	1	2.5. Type of assessment	Exam	2.6. Status of the discipline	O	2.7. Number of ECTS credits	6
2.8. Leaders	C(C)	lect.univ.dr. CURMEI Catalin					catalin.curmei@mk.ase.ro		
	S(S)	lect.univ.dr. CURMEI Catalin					catalin.curmei@mk.ase.ro		

3. Estimated Total Time

3.1. Number of weeks	14.00
3.2. Number of hours per week	3.00 of which
	C(C) 2.00
	S(S) 1.00
3.3. Total hours from curriculum	42.00 of which
	C(C) 28.00
	S(S) 14.00
3.4. Total hours of study per semester (ECTS*25)	150.00
3.5. Total hours of individual study	108.00
<i>Distribution of time for individual study</i>	
Study by the textbook, lecture notes, bibliography and student's own notes	40.00
Additional documentation in the library, on specialized online platforms and in the field	32.00
Preparation of seminars, labs, assignments, portfolios and essays	32.00
Tutorials	1.00
Examinations	1.00
Other activities	2.00

4. Prerequisites

4.1. of curriculum	Energy market
4.2. of competences	

5. Conditions

for the C(C)	Lectures are conducted in rooms equipped with Internet access and multimedia teaching equipment.
for the S(S)	

6. Acquired specific competences

	C5	The decisions support, implementation and optimization, in regard to the relationship environment and the social responsibility of the energy organizations
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7. Objectives of the discipline

7.1. General objective	Providing clarification and deepening categorical system operates with relationship marketing and its implementation in practice capacity in the activities that take place in the production distribution, energy consumption and environmental protection.
7.2. Specific objectives	Înțelegerea stadiului actual de dezvoltare a teoriei marketingului și locul marketingului relational în cadrul acesteea. Identificarea și valorificarea specificității și particularităților marketingului relational în domeniul energetic Cunoașterea mecanismelor relaționării organizației cu toate categoriile de deținători de interese (stakeholderi). Identificarea factorilor cu influență favorabilă și nefavorabilă asupra menținerii și cultivării relațiilor de afaceri în domeniul energetic Înțelegerea particularităților mecanismului de atașament al clienței față de produsele, serviciile, mărcile companiei. Dezvoltarea de variante strategice de atașament, frânare a migrației și recăștigare a clienței organizației.

8. Contents

8.1. C(C)		Teaching/Work methods	Recommendations for students
1	Relationship marketing - concept, size, schools of thought in the field.	Lectures are focused on using PowerPoint support and access to multimedia resources	It is recommended that students attending prior literature to be able to interact during lectures.
2	Particular and specific elements of marketing energy	Lecture	It is recommended that students attending prior literature to be able to interact during lectures.
3	Types of organization's relationships with the stakeholders - classical relations, special, mega- and nano relations	Lecture	It is recommended that students attending prior literature to be able to interact during lectures.
4	Relationship marketing and organization network type in energy domain.	Lecture	It is recommended that students attending prior literature to be able to interact during lectures.
5	Customer relationship management - core of relationship marketing in the energy domain	Lecture	It is recommended that students attending prior literature to be able to interact during lectures.
6	Management of relationships with suppliers and other stakeholders in the energy domain.	Lecture	It is recommended that students attending prior literature to be able to interact during lectures.

7	Relation relationship marketing - energy consumer's behaviour.	Lecture	It is recommended that students attending prior literature to be able to interact during lectures.
8	Satisfaction / dissatisfaction of customers - size, influential factors	Lecture	It is recommended that students attending prior literature to be able to interact during lectures.
9	The mechanism of attachment of customers on product, service, brand, organization in energy branch.	Lecture	It is recommended that students attending prior literature to be able to interact during lectures.
10	Complaints management	Lecture	It is recommended that students attending prior literature to be able to interact during lectures.
11	Integreiting communication in relationship marketing	Lecture	It is recommended that students attending prior literature to be able to interact during lectures.
12	Strategies in relationship marketing	Lecture	It is recommended that students attending prior literature to be able to interact during lectures.

Bibliography

- Curmei, C. V. , Planificarea activitatii de marketing in intreprinderile mici si mijlocii, Editura ASE, Bucuresti, 2015, România
- Gummesson, E., Total Relationship Marketing, Third edition, ELSEVIER, Amsterdam, Boston, Heidelberg etc, 2008
- Pop, N. Al., Petrescu, E-C., Marketing et gestion de la relation client, Editura Uranus, București, 2008
- Bruhn, M. , Orientarea spre client – Temelia afacerii de succes, Editura Economică, București, 2001
- Gummesson, E., Total Relationship Marketing, Third edition, ELSEVIER, Amsterdam, Boston, Heidelberg etc, 2008
- Pop, N. Al., Petrescu, E-C., Marketing et gestion de la relation client, Editura Uranus, București, 2008
- Bruhn, M. , Orientarea spre client – Temelia afacerii de succes, Editura Economică, București, 2001
- Kotler, Ph., Keller, K.L., Marketing Management, Prentice Hall, New Jersey, 2012, Statele Unite ale Americii
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8.2. S(S)		Teaching/Work methods	Recommendations for students
1	Introduction	Lecture, interaction, exposition, practical examples	The materials are provided to the students before the class
2	Case studies	Lecture, interaction, exposition, practical examples	The materials are provided to the students before the class
3	Case studies	Lecture, interaction, exposition, practical examples	The materials are provided to the students before the class
4	Case studies	Lecture, interaction, exposition, practical examples	The materials are provided to the students before the class
5	Case studies	Lecture, interaction, exposition, practical examples	The materials are provided to the students before the class
6	Case studies	Lecture, interaction, exposition, practical examples	The materials are provided to the students before the class
7	Case studies	Lecture, interaction, exposition, practical examples	The materials are provided to the students before the class
<p><i>Bibliography</i></p> <ul style="list-style-type: none"> - Gummesson, E., Total Relationship Marketing, Third edition, ELSEVIER, Amsterdam, Boston, Heidelberg etc, 2008 - Bruhn, M. , Orientarea spre client – Temelia afacerii de succes, Editura Economica, Bucuresti, 2001 - Kotler, Ph., Keller, K.L., Marketing Management, Prentice Hall, New Jersey, 2012 - Gummesson, E., Total Relationship Marketing, Third edition, ELSEVIER, Amsterdam, Boston, Heidelberg etc, 2008 - Bruhn, M. , Orientarea spre client – Temelia afacerii de succes, Editura Economica, Bucuresti, 2001 - Kotler, Ph., Keller, K.L., Marketing Management, Prentice Hall, New Jersey, 2012 - Curmei, C.V., Planificarea activitatii de marketing in intreprinderile mici si mijlocii, Editura ASE, Bucuresti, 2015 			

9. Corroboration of the contents of the discipline with the expectations of the representatives of the epistemic community, of the professional associations and representative employers in the field associated with the programme

The contents of the discipline was correlated with the requirements of the business environment in Romania, through a series of meetings and professional debates.

10. Assessment

Type of activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. S(S)	Referee on a specialty article	Presentation	20.00
10.2. S(S)	Case study	Presentation	20.00
10.3. Final assessment	Knowledge of concepts and theories taught in class and in bibliography. Capacity practical application of this knowledge creatively.	Verification	60.00
10.4. Modality of grading	Whole notes 1-10		
10.5. Minimum standard of performance	To be graded with minimum 5 out of 10.		

Date of listing,
07/22/2018

Signature of the discipline leaders,

Date of approval in the
department

Signature of the Department Director,