

# 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 Marketing
1.4. Field of study	Business Administration
1.5. Cycle of studies	Master Studies
1.6. Education type	Full-time
1.7. Study programme	Business Administration
1.8. Language of study	English
1.9. Academic year	2019-2020

## 2. Information on the discipline

2.1. Name	<b>Strategic marketing</b>								
2.2. Code	<b>19.0254IF1.1-0002</b>								
2.3. Year of study	<b>1</b>	2.4. Semester	<b>1</b>	2.5. Type of assessment	<b>Test</b>	2.6. Status of the discipline	<b>O</b>	2.7. Number of ECTS credits	<b>6</b>
2.8. Leaders	C(C)	<b>conf.univ.dr. MOISE E R DANIEL</b>					moisedaniel@gmail.com		
	S(S)	<b>conf.univ.dr. MOISE E R DANIEL</b>					moisedaniel@gmail.com		

## 3. Estimated Total Time

3.1. Number of weeks	14.00
3.2. Number of hours per week	3.00 of which
	C(C) 1.00
	S(S) 2.00
3.3. Total hours from curriculum	42.00 of which
	C(C) 14.00
	S(S) 28.00
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	30.00
Additional documentation in the library, on specialized online platforms and in the field	10.00
Preparation of seminars, labs, assignments, portfolios and essays	30.00
Tutorials	10.00
Examinations	8.00
Other activities	20.00

## 4. Prerequisites

4.1. of curriculum	Basics of Marketing
4.2. of competences	

### 5. Conditions

for the C(C)	Lectures are held in rooms with internet access and multimedia teaching equipment.
for the S(S)	Seminars are held in rooms with internet access and multimedia teaching equipment.

### 6. Acquired specific competences

	C2	Development, implementation and evaluation of business strategies efficiency
	C5	Development, adopting and implementing strategic and tactical decisions in organizations from different fields of activity

### 7. Objectives of the discipline

7.1. General objective	Courses, seminars and applied activities follow that the master students should learn the conceptual - methodological and practical basics.
7.2. Specific objectives	Conducting experimental simulations regarding marketing strategies Gaining the knowledge needed by specialists working in this field. Substantiating the strategic marketing plan.

### 8. Contents

8.1. C(C)		Teaching/Work methods	Recommendations for students
1	Introductory course, presenting minimum requirements and conditions to promote the discipline, Strategic Marketing	Lectures are focused on the use of power-point support and access to multimedia resources.	It is recommended that the students should have prior covering of the course support to be able to interact during classes.
2	Overview of Marketing Strategy	lectures	idem
3	The Strategic Marketing Process	lectures	idem
4	Situation Assessment: the External Environment	lectures	idem
5	Situation Assessment: The Company	lectures	idem
6	Strategy Formation	lectures	idem
7	Segmenting the Market	lectures	idem
8	Market Share Effects/Share Leverage	lectures	idem
9	Implementation	lectures	idem
10	Planning, Assessment and Adjustment	lectures	idem
11	Customer Knowledge throughout Strategic Marketing Management	lectures	idem
12	Laws of Strategic Marketing	lectures	idem
13	Organizing Customer-Focused Research	lectures	idem
14	Generic Marketing Plan Outline	lectures	idem

***Bibliography***

- Todd Mooradian, Kurt Matzler, Larry Ring, Strategic Marketing, Prentice Hall, 2011
- Alexander Chernev, Philip Kotler, Strategic Marketing Management, 6th Edition, Cerebellum Press, 2011
- O. C. Ferrell, Michael Hartline, Marketing Strategy, South-Western College Pub, 2010

8.2. S(S)		Teaching/Work methods	Recommendations for students
1	Discussing the training requirements for seminar topics and drawing up a group project.	Presentation	
2	Case Study	The individual task has to be debated in the class.	Students are provided with the case studies to be solved, in physical format.
3	Case Study	The individual task has to be debated in the class.	Students are provided with the case studies to be solved, in physical format.
4	Case Study	The individual task has to be debated in the class.	Students are provided with the case studies to be solved, in physical format.
5	Case Study	The individual task has to be debated in the class.	Students are provided with the case studies to be solved, in physical format.
6	Personal essay about different types of strategies addressed by organizations in Romania and abroad.	Personal presentation and discussion	After presenting the individual essay, the other master students debate on the strategies taken for analysis and how they can be applied in our country and abroad.

7	Personal essay about different types of strategies addressed by organizations in Romania and abroad	Personal presentation and discussion	After presenting the individual essay, the other master students debate on the strategies taken for analysis and how they can be applied in our country and abroad.
8	Personal essay about different types of strategies addressed by organizations in Romania and abroad	Personal presentation and discussion	After presenting the individual essay, the other master students debate on the strategies taken for analysis and how they can be applied in our country and abroad.
9	Personal essay about different types of strategies addressed by organizations in Romania and abroad	Personal presentation and discussion	After presenting the individual essay, the other master students debate on the strategies taken for analysis and how they can be applied in our country and abroad.
10	Personal essay about different types of strategies addressed by organizations in Romania and abroad	Personal presentation and discussion	After presenting the individual essay, the other master students debate on the strategies taken for analysis and how they can be applied in our country and abroad.
11	Presentation of group projects in teams of 2-3 students.	Presentation	Using PC / laptop with projector for presentation group project.
12	Presentation of group projects in teams of 2-3 students.	Presentation	Using PC / laptop with projector for presentation group project.
13	Presentation of group projects in teams of 2-3 students.	Presentation	Using PC / laptop with projector for presentation group project.
14	Discussing the score of each student.	Discussion	Presentation of the strengths and weaknesses of each and every student upon their projects.

### ***Bibliography***

- Venkatesh Shankar, Gregory S. Carpenter, Handbook of Marketing Strategy, Edward Elgar Pub, 2012
- Satyendra Singh, Handbook of Business Practices and Growth in Emerging Markets, World Scientific Publishing Company, 2010
- Clarke Caywood, The Handbook of Strategic Public Relations and Integrated Marketing Communications second edition, McGraw-Hill, 2012

## **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**

Discussing contents and requirements of marketers plan group project, working in Romania, both national and multinational companies.

## **10. Assessment**

Type of activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. S(S)	The quality of resolving the case studies, homework and projects	Case studies, projects, homework	30.00
10.2. Final assessment	Knowledge checking	Written exam	70.00

10.3. Modality of grading	Whole notes 1-10
10.4. Minimum standard of performance	The seminar score added to the one from the written exam to exceed at least grade 5!

Date of listing,  
06/06/2020

Signature of the discipline leaders,

Date of approval in the  
department

Signature of the Department Director,