

# 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	Licence
1.6. Education type	Full-time
1.7. Study programme	Business Administration (in English language)
1.8. Language of study	English
1.9. Academic year	2019-2020

## 2. Information on the discipline

2.1. Name	<b>Marketing</b>								
2.2. Code	<b>19.0153IF1.2-0002</b>								
2.3. Year of study	<b>1</b>	2.4. Semester	<b>2</b>	2.5. Type of assessment	<b>Exam</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>lect.univ.dr. IONIȚĂ Daniela</b>					daniela.ionita@mk.ase.ro		
	S(S)	<b>lect.univ.dr. IONIȚĂ Daniela</b>					daniela.ionita@mk.ase.ro		

## 3. Estimated Total Time

3.1. Number of weeks	14.00
3.2. Number of hours per week	4.00 of which
	C(C) 2.00
	S(S) 2.00
3.3. Total hours from curriculum	56.00 of which
	C(C) 28.00
	S(S) 28.00
3.4. Total hours of study per semester (ECTS*25)	150.00
3.5. Total hours of individual study	94.00
<i>Distribution of time for individual study</i>	
Study by the textbook, lecture notes, bibliography and student's own notes	33.00
Additional documentation in the library, on specialized online platforms and in the field	25.00
Preparation of seminars, labs, assignments, portfolios and essays	25.00
Tutorials	1.00
Examinations	3.00
Other activities	7.00

## 4. Prerequisites

4.1. of curriculum	No
4.2. of competences	No

## 5. Conditions

for the C(C)	Lectures are organized in rooms provided with Internet access and multimedia equipment.
for the S(S)	The Internet access and the multimedia equipment may facilitate the seminar activities in the case of project presentations.

## 6. Acquired specific competences

PREFESSIONAL	C2	Business/ Organizational administration assistance
PREFESSIONAL	C3	Administration of a subunit from the business/organization structure

## 7. Objectives of the discipline

7.1. General objective	To develop the abilities of the future specialists in business administration to apply the principles of marketing and to use the marketing tools, in order to meet the organizational objectives and to create value for the customer
7.2. Specific objectives	To define, explain and apply the marketing concepts, methods, techniques and tools; To prepare a project for the analysis of the organizational marketing environment To apply the knowledge about the marketing mix for the preparation of a marketing program

## 8. Contents

8.1. C(C)		Teaching/Work methods	Recommendations for students
1	Courses 13 and 14: Communicating customer value: integrated marketing communication policy	The lecture is based on a Power Point presentation and on multimedia infrastructure	Students should read the recommended bibliography.
2	Course 12: Delivering customer value: distribution policy	The lecture is based on a Power Point presentation and on multimedia infrastructure	Students should read the recommended bibliography.
3	Course 11: Creation of customer value: price policy	The lecture is based on a Power Point presentation and on multimedia infrastructure	Students should read the recommended bibliography.
4	Courses 9 and 10: Creation of customer value: product and brand policy	The lecture is based on a Power Point presentation and on multimedia infrastructure	Students should read the recommended bibliography.
5	Courses 7 and 8: Segmentation, targeting and positioning. The marketing mix	The lecture is based on a Power Point presentation and on multimedia infrastructure	Students should read the recommended bibliography.
6	Course 6: Organizational buyer behavior	The lecture is based on a Power Point presentation and on multimedia infrastructure	Students should read the recommended bibliography.
7	Course 5: Consumer behavior	The lecture is based on a Power Point presentation and on multimedia infrastructure	Students should read the recommended bibliography.

8	Course 4: Analysis of the marketing environment. Marketing research	The lecture is based on a Power Point presentation and on multimedia infrastructure	Students should read the recommended bibliography.
9	Course 3: Marketing and the development of customer relationships	The lecture is based on a Power Point presentation and on multimedia infrastructure	Students should read the recommended bibliography.
10	Course 2: Marketing: generating customer value	The lecture is based on a Power Point presentation and on multimedia infrastructure	Students should read the recommended bibliography.
11	Course 1: Introductory course. Presentation of the discipline objectives, competences to be acquired, working methods, requirements, intermediary and final evaluation. Marketing: generating customer value	The lecture is based on a Power Point presentation and on multimedia infrastructure	Students should read the recommended bibliography.
12	Courses 13 and 14: Communicating customer value: integrated marketing communication policy	The lecture is based on a Power Point presentation and on multimedia infrastructure	
13	Courses 11 and 12: Delivering customer value: distribution policy	The lecture is based on a Power Point presentation and on multimedia infrastructure	
14	Course 10: Building customer value: price policy	The lecture is based on a Power Point presentation and on multimedia infrastructure	
15	Courses 8 and 9: Building customer value: product and brand policy	The lecture is based on a Power Point presentation and on multimedia infrastructure	
16	Course 7: Customer driven marketing strategy: segmentation, targeting and positioning. The marketing mix	The lecture is based on a Power Point presentation and on multimedia infrastructure	
17	Course 6: Consumer buyer behavior	The lecture is based on a Power Point presentation and on multimedia infrastructure	
18	Course 5: Managing marketing information	The lecture is based on a Power Point presentation and on multimedia infrastructure	
19	Course 4: Analyzing the marketing environment	The lecture is based on a Power Point presentation and on multimedia infrastructure	
20	Course 3: Marketing and the development of customer relationships	The lecture is based on a Power Point presentation and on multimedia infrastructure	
21	Course 2: Marketing: creating and capturing value	The lecture is based on a Power Point presentation and on multimedia infrastructure	
22	Course 1: Introductory course. Presentation of the discipline objectives, competences to be acquired, working methods, requirements, intermediary and final evaluation. Marketing: generating customer value	The lecture is based on a Power Point presentation and on multimedia infrastructure	

***Bibliography***

- Kotler, Ph., Armstrong, G. , Principles of Marketing, Pearson Prentice Hall, 2012
- Jobber, D. , Principles and Practice of Marketing, McGraw-Hill, 2004
- Young, L. , Marketing the Professional Services Firm: Applying the Principles and the Science of Marketing to the Professions, John Wiley & Sons, Chichester, 2005
- Kotler, P., Armstrong, G., Principles of Marketing, Pearson Education Limited, 2016
- Jobber, D., Principles and Practice of Marketing, McGraw-Hill, 2004
- Kotler, P., Keller, K., L., Marketing Management, Pearson, Harlow, 2012

8.2. S(S)		Teaching/Work methods	Recommendations for students
1	Seminar 14: Presentation of the marketing programs by the groups of students	a) presentations made by the groups of students b) feedback provided by the seminar coordinator and participants	Presentations will be based on a Power Point file
2	Seminar 13: Communicating customer value: integrated marketing communication policy. Appraisal of the preparation stage of the marketing program by the groups of students	a) conceptual clarifications b) case study c) presentation of the evaluation system d) scheduling of the group presentations	Presentations will be based on a Power Point file
3	Seminar 12: Delivering customer value: distribution policy. Appraisal of the preparation stage of the marketing program by the groups of students	a) conceptual clarifications b) case study c) presentation of the evaluation system d) scheduling of the group presentations	Presentations will be based on a Power Point file
4	Seminar 11: Creation of customer value: price policy	a) conceptual clarifications b) case study	
5	Seminar 10: Creation of customer value: product and brand policy	a) conceptual clarifications b) case study	
6	Seminar 9: Segmentation, targeting and positioning. The marketing mix	a) conceptual clarifications b) case study	
7	Seminar 8: Presentation and debate of the group projects	a) presentations made by the groups of students b) feedback provided by the seminar coordinator and participants	Presentations will be based on a Power Point file
8	Seminar 7: Presentation and debate of the group projects	a) presentations made by the groups of students b) feedback provided by the seminar coordinator and participants	Presentations will be based on a Power Point file
9	Seminar 6: Appraisal of the preparation stage of group projects	feedback provided by the seminar coordinator	
10	Seminar 5: Consumer behavior and organizational buyer behavior	a) conceptual clarifications b) case study	
11	Seminar 4: Analysis of the marketing environment. Marketing research	a) conceptual clarifications b) case study	
12	Seminar 3: Marketing and the development of customer relationships	a) conceptual clarifications b) case study	
13	Seminar 2: Marketing: generating customer value	a) conceptual clarifications b) case study	

14	Seminar 1: Introductory seminar	a) presentation of the evaluation system b) scheduling of the group presentations	Students will comply with the scheduling of the group presentations
15	Seminar 14: Presentation of the marketing projects by the groups of students	a) presentations made by the groups of students b) feedback provided by the seminar coordinator and participants	
16	Seminar 13: Communicating customer value: integrated marketing communication policy. Appraisal of the preparation stage of the marketing project by the groups of students	a) conceptual clarifications b) case study a) conceptual clarifications b) case study	
17	Seminar 12: Communicating customer value: integrated marketing communication policy	a) conceptual clarifications b) case study	
18	Seminar 11: Delivering customer value: distribution policy.	a) conceptual clarifications b) case study	
19	Seminar 10: Creation of customer value: price policy	a) conceptual clarifications b) case study	
20	Seminar 9: Creation of customer value: product and brand policy	a) conceptual clarifications b) case study	
21	Seminar 8: Marketing case	a) presentations made by the groups of students b) feedback provided by the seminar coordinator and participants	
22	Seminar 7: Segmentation, targeting and positioning.	a) conceptual clarifications b) case study	
23	Seminar 6: Consumer behavior	a) conceptual clarifications b) case study	
24	Seminar 5: Marketing research	a) conceptual clarifications b) case study	
25	Seminar 4: Analysis of the marketing environment.	a) conceptual clarifications b) case study	
26	Seminar 3: Marketing and the development of customer relationships	a) conceptual clarifications b) case study	
27	Seminar 2: Marketing orientations	a) conceptual clarifications b) case study	
28	Seminar 1: Introductory seminar	a) presentation of the evaluation system b) scheduling of the group presentations	

### ***Bibliography***

- Kotler, Ph., Armstrong, G. , Principles of Marketing, Pearson Prentice Hall, 2012
- Jobber, D. , Principles and Practice of Marketing, McGraw-Hill, 2004
- Young, L. , Marketing the Professional Services Firm: Applying the Principles and the Science of Marketing to the Professions, John Wiley & Sons, Chichester, 2005
- Kotler, P., Armstrong, G., Principles of Marketing, Pearson Education Limited, 2016
- Jobber, D., Principles and Practice of Marketing, McGraw-Hill, 2004

**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**

Debate of the discipline content with representatives of the local business environment.

**10. Assessment**

Type of activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. S(S)	Case studies	Evaluation of the answers to the case questions, of the compliance with the submission date, attendance etc.	10.00
10.2. S(S)	Final project	Evaluation with paper content compliance with methodological requirements, compliance with deadline, attendance, project presentation etc.	15.00
10.3. S(S)	Marketing case	Evaluation with paper content compliance with methodological requirements, compliance with deadline, attendance, case presentation etc.	10.00
10.4. S(S)	Case studies	Evaluation of the answers to the case questions, of the compliance with the submission date etc.	10.00
10.5. S(S)	Group project	Evaluation of the project content, of the compliance with the methodological requirements and with the deadline etc.	15.00
10.6. S(S)	Marketing case	Evaluation of the paper content, of the compliance with the methodological requirements etc.	10.00
10.7. Final assessment	Written examination		65.00
10.8. Modality of grading	Whole notes 1-10		
10.9. Minimum standard of performance	Achievement of 50% of the total number of points corresponding to the discipline (seminar and final examination).		

Date of listing,  
10/25/2021

Signature of the discipline leaders,

Date of approval in the  
department

Signature of the Department Director,