

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 German language)
1.8. Language of study	German
1.9. Academic year	2019-2020

2. Information on the discipline

2.1. Name	Marketing								
2.2. Code	19.0155IF1.2-0002								
2.3. Year of study	1	2.4. Semester	2	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)	prof.univ.dr. POP Nicolae Tiberiu Alexandru				nicolae.pop@mk.ase.ro			
	S(S)	lect.univ.dr. ROȘCA I VLAD				vlad.rosca@fabiz.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	55.00
Additional documentation in the library, on specialized online platforms and in the field	10.00
Preparation of seminars, labs, assignments, portfolios and essays	24.00
Tutorials	1.00
Examinations	2.00
Other activities	2.00

4. Prerequisites

4.1. of curriculum	Introduction to business administration
4.2. of competences	

5. Conditions

for the C(C)	Interactive course participation presenting ideas, opinions, viewpoints and valuable initiatives
for the S(S)	Mandatory attendance, for solving individually or in teams of case studies, problems, submitting research study and essays

6. Acquired specific competences

PREFESSIONAL	C2	Assistance regarding the administration of the activity of the whole business/ organization
PREFESSIONAL	C3	Administering the activity of a subunit from the structure of the business/ organization

7. Objectives of the discipline

7.1. General objective	Acquiring the ability to understand and explain the concepts and terms, specific marketing terms and to identify the practical realities reflected by these categories.
7.2. Specific objectives	Development of skills for communicating knowledge acquired through individual study. Identifying the ways to understand the realities of the practice with the help of marketing thinking. Understanding the ways to identify the social actors involved in micromarketing and macromarketing activities. Acquiring practical skills in designing an organizational marketing structure.

8. Contents

8.1. C(C)		Teaching/Work methods	Recommendations for students
1	Subject's objectives and acquired competencies as a result of learning, working methods and tools, as well as the requirements and formative assessment standards during the study and final evaluation.	Selective bibliography is giving for each topic.	Selective bibliography is giving for each topic.
2			
3	Introductory course. Subject's objectives and acquired competencies as a result of learning, working methods and tools, as well as the requirements and formative assessment standards during the study and final evaluation. Presenting the topics, each student shall write an essay, about a financial product project with a marketing vision, study that will be held in the seminar.	Interaction with students as teaching rule.	Selective bibliography is given for each topic.
4	Acquiring marketing concept by critical analysis of various points of view presented in reference works, chronologically, by a comparative analysis of different schools and thinking.	Lectures are focused on clarifying concepts and their operation within flowcharts presented at the beginning of the exposure.	In the first part, for 20 minutes, the concepts, terms, methods and instruments presented in the previous course will be clarified, and studied by each student in the selective bio-bibliography recommended for the topic under discussion, at the respective course. In the second part
5	Complex analysis of marketing concept describing: the consumer location in relation to the seller of goods or services, marketing activities and functions based on the consumer's characteristics; organization's characteristics that endorses the concept of marketing and marketing functions.	Lectures are focused on clarifying concepts and their operation within flowcharts presented at the beginning of the exposure.	Idem

6	Marketing's scope and specialization	Lectures are focused on clarifying concepts and their operation within flowcharts presented at the beginning of the exposure.	Idem
7	Marketing environment	Idem	Idem
8	Market organization: concepts, features, dimensions, target market.	Idem	Idem
9	Market conditions: terms, concepts, description elements	Lectures are focused on clarifying concepts and their operation within flowcharts presented at the beginning of the exposure.	In the first part, for 20 minutes, the concepts, terms, methods and instruments presented in the previous course will be clarified, and studied by each student in the selective bio-bibliography recommended for the topic under discussion, at the respective course. In the second part
10	Marketing strategies and marketing mix: definitions, terms, typologies, content.	Idem	Idem
11	Product policy: objectives, concepts, strategies, relations with other marketing mix variables.	Idem	Idem
12	Pricing: marketing approaches in pricing policy, in micro and macro economy, marketing, strategies in targeting and setting prices, marketing activities in the pricing policy of the organization, the relationship between pricing and other variables of the marketing mix, within the marketing policy of the organization.	Idem	Idem
13	Distribution policy: definitions, functions, activities, marketing channels, logistic system, distribution strategies, operational distribution strategies and relations between distribution policy and other variables of the marketing mix.	Lectures are focused on clarifying concepts and their operation within flowcharts presented at the beginning of the exposure.	Idem
14	Promotional policy: concepts, systems analysis of organizational communication, objectives, activities, promotional strategy, operational promotion policy and its relationship with other variables of the marketing mix in its marketing policy.	Idem	Idem

Bibliography

- Balaure, V. (coord.) - ed. II-a, Marketing, ediția a II-a revăzută și adăugită, Uranus, Bucureți, 2002, România
- Kotler, Ph.; Keller, L.K.; Bliemel, F., Marketing-Management – Strategien fuer wertschaffendes Handeln, Pearson Studium, Muenchen, 2007, Germania
- Weis, H. C., Marketing, Kiehl Verlag, Ludwigshafen am Rhein, 2009, Germania

8.2. S(S)		Teaching/Work methods	Recommendations for students
1	Presenting and discussing the seminar's training schedule	Interactivity and collaboration	
2	Description, discussion and elaboration stages of the market research	Emphasizes the observance of economic and social environment's reality	
3	First quantitative assessment of the market size and the relationships between identified factors in characterizing these dimensions	Idem	
4	Qualitative methods are implemented to identify the marketing environmental factors and description methods and complex analysis of micro, macro and internal marketing environment of the organization	Emphasizes the development of observing and interpreting the factors	Each seminar includes time to present some studied bibliographic references
5	First quantitative assessment of the market size and the relationships between identified factors in characterizing these dimensions	Simple reckoning methods are used	Computers shall be used for simple operations
6	Case study is presented, according to the knowledge stage	Setting the work teams, supervising the way of organizing and the contribution of each student to the final result of the group	
7	Marketing policy analysis of various types of organizations	The coordinator of the seminar submits to analysis organizations from various fields	Previously, indicate different sources of information: websites, reports, studies and articles
8	Quantitative evaluation according to the marketing mix policy analysis, solving marketing exercises and interpreting results	Students are encouraged to critically analyze the freely presented essays, by the colleagues, using modern means	
9	Presenting and elaborating the case study on marketing organization of a certain type of entity / organization	Forming teams and choosing organizations to design appropriate marketing structure	

Bibliography

- Balaure, V. (coord.) ed. a II-a, Marketing, ediția a II-a revăzută și adăugită, URANUS, Bucuresti, 2002, România
- Kotler, Ph.; Keller, L.K.; Bliemel, F., Marketing-Management – Strategien fuer wertschaffendes Handeln, Pearson Studium, Muenchen, 2007, Germania
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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

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10. Assessment

Type of activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. C(C)	Final exam	Written	50.00
10.2. S(S)	Seminar activity plus an office point	Oral	50.00
10.3. Final assessment			
10.4. Modality of grading	Whole notes 1-10		
10.5. Minimum standard of performance	To have at least the grade 5		

Date of listing,
05/12/2021

Signature of the discipline leaders,

Date of approval in the
department

Signature of the Department Director,