

Syllabus

1. Programme information

1.1. Institution	THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
1.2. Faculty	International Business and Economics
1.3. Departments	Department of International Business and Economics
1.4. Field of study	Applied modern languages
1.5. Cycle of studies	Licence
1.6. Education type	Full-time
1.7. Study programme	Applied Modern Languages
1.8. Language of study	Romanian, English, French
1.9. Academic year	2021-2022

2. Information on the discipline

2.1. Name	International Marketing								
2.2. Code	21.0223IF1.2-0006								
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	3
2.8. Leaders	C(C)	prof.univ.dr. NICOLESCU Luminița				LUMINITA.NICOLESCU@RELEASE.RO			

3. Estimated Total Time

3.1. Number of weeks	14.00		
3.2. Number of hours per week	3.00	of which	
		S(S)	1.00
		C(C)	2.00
3.3. Total hours from curriculum	42.00	of which	
		S(S)	14.00
		C(C)	28.00
3.4. Total hours of study per semester (ECTS*25)	75.00		
3.5. Total hours of individual study	33.00		
<i>Distribution of time for individual study</i>			
Study by the textbook, lecture notes, bibliography and student's own notes	10.00		
Additional documentation in the library, on specialized online platforms and in the field	10.00		
Preparation of seminars, labs, assignments, portfolios and essays	10.00		
Tutorials	1.00		
Examinations	1.00		
Other activities	1.00		

4. Prerequisites

4.1. of curriculum	
4.2. of competences	

5. Conditions

for the S(S)	
for the C(C)	The lectures will take place in class rooms with an internet connection and multimedia equipment.

6. Acquired specific competences

PREFESSIONAL	C4	Organizing professional, scientific and cultural events that require professional and institutional communication competences in languages A, B and C (company and product/service presentations and formal events, fairs and exhibitions);
PREFESSIONAL	C5	Networking in various institutional contexts (institutions, business entities, NGOs) and use of general and semi-specialized knowledge in professional fields applicable to the specialization undertaken
PREFESSIONAL	C8	Assisting the planning and conduct of specific promotional activities in international contexts;

7. Objectives of the discipline

7.1. General objective	Students should become familiar with key concepts, methods and techniques used in marketing.
7.2. Specific objectives	Să dezvolte capacitatea și abilitatea studenților pentru a utiliza concepte și teorii de marketing în cazul firmelor. Să dezvolte capacitatea studenților de a înțelege procesul de comercializare de bunuri / servicii și comportamentul consumatorului.

8. Contents

8.1. C(C)		Teaching/Work methods	Recommendations for students
1	Introductory lecture. Marketing - between theory and practice. The system of marketing.	During all lectures power point presentations will be used and multimedia resources.	
2	The marketing environment	Interactive course.	
3	Managing market information to gain customer insight	Interactive course.	
4	Consumer Behaviour	Interactive course.	
5	Market Segmentation, Targeting and Positioning	Interactive course.	
6	Product, services and Brands: Building Customer Value	Interactive course.	
7	New Product Development and Product Life Cycle Strategies	Interactive course.	
8	Pricing Concepts and Strategies	Interactive course.	
9	Marketing channels	Interactive course.	
10	Integrated marketing communications strategy	Interactive course.	
11	Advertising and public relations	Interactive course.	
12	Personal Selling and Sales Promotion	Interactive course.	
13	Direct and online marketing	Interactive course.	
14	Review of key concepts discussed during the lectures.	Interactive course.	

Bibliography

- Kotler, Philip și Armstrong Gary, Principiile marketingului, Editura Teora, Bucuresti, 2008
- Zaltman Gerard, Cum gândesc consumatorii, Editura Polirom, Bucuresti, 2007
- Philip Kotler, Gary Armstrong, Principles of marketing, Pearson Publishing, 2011

8.2. S(S)		Teaching/Work methods	Recommendations for students
1	Introductory Seminar. Presentation of seminar requirements and bibliography.	Presentation	
2	Consumer behaviour	Exercise	
3	Segmentation and positioning	Exercise/case study, debate	
4	Product policy	Exercise/case study, debate	
5	Pricing policy	Exercise	
6	Promotion policy	Case study, debate	
7	Distribution Policy	Case study, debate	

Bibliography

- Kotler, Philip și Armstrong Gary, Principiile marketingului, Editura Teora, Bucuresti, 2008
- Philip Kotler, Gary Armstrong, Principles of marketing, Pearson Publishing, 2011

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 the content of the syllabus with representatives of the business environment in Romania.

10. Assessment

Type of activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. S(S)	Case studies, exercises	Basen on written reports	30.00
10.2. S(S)	Active participation	Based on records of attendance and active, meaningful participation during the seminar	10.00
10.3. Final assessment	Exam	Written exam	60.00
10.4. Modality of grading	Whole notes 1-10		
10.5. Minimum standard of performance	Presentation of written reports, written individually or in teams, for the case studies and exercises from the seminar. Demonstrating the ability to use marketing related concepts and theories during the exam.		

Date of listing,
05/25/2026

Signature of the discipline leaders,

Date of approval in the
department

Signature of the Department Director,