

## COURSE CATALOGUE 2016-2017

Field: **Marketing**Programme: **B.A. in Economic Sciences**Length of studies: **3 years (6 semesters)**Number of ECTS Credits: **180 + 20 for the B.A. Thesis**Languages of teaching: **Romanian (English/French tutoring available for Erasmus students)**Form of education: **Full-time**

Course Code	Course Title	Type of course/ tuition hours	Semester	ECTS
MK111	Microeconomics	Compulsory, 42	Autumn	5
MK112	Mathematics Applied to Economy	Compulsory, 56	Autumn	6
MK113	Business Law	Compulsory, 28	Autumn	4
MK114	Management	Compulsory, 42	Autumn	5
MK115	Economic Informatics	Compulsory, 28	Autumn	4
MK116	Psychology	Compulsory, 28	Autumn	3
MK 117.1	Business English	Compulsory, 28	Autumn	3
MK 117.2	French Language	Compulsory, 28	Autumn	3
MK 117.3	German Language	Compulsory, 28	Autumn	3
MK 118	Sport and Physical Education	Compulsory, 28	Autumn	1
MK 121	Fundamentals of Accounting	Compulsory, 42	Summer	5
MK 122	Statistics	Compulsory, 42	Summer	5
MK 123	Macroeconomics	Compulsory, 42	Summer	5
MK 124	Marketing	Compulsory, 56	Summer	5
MK 125.1	Business English	Compulsory, 28	Summer	3
MK 125.2	French Language	Compulsory, 28	Summer	3
MK 125.3	German Language	Compulsory, 28	Summer	3
MK 126	Practice	Compulsory, 60	Summer	3
MK 127	Business Communication and PR	Compulsory, 42	Summer	4
MK 128	Physical Education and Sport	Compulsory, 28	Summer	1
MK 211	Socio-Political Marketing	Compulsory, 42	Autumn	4
MK 212	Marketing Research	Compulsory, 56	Autumn	6
MK 213	SMEs Marketing	Compulsory, 56	Autumn	4
MK 214	Business to Business Marketing	Compulsory, 42	Autumn	3
MK 215	Finance	Compulsory, 42	Autumn	4
MK 216.1	Sales Force Management	Optional, 42	Autumn	3
MK 216.2	Quality Management	Optional, 42	Autumn	3
MK 216.3	Advertising and Sales Promotion	Optional, 42	Autumn	3
MK 217.1	Business English	Compulsory, 28	Autumn	3
MK 217.2	French Language	Compulsory, 28	Autumn	3
MK 217.3	German Language	Compulsory, 28	Autumn	3
MK 218	Business Negotiation Techniques	Compulsory, 42	Autumn	3
MK 219	Correspondence in Foreign Language	Optional, 42	Autumn	3
MK 220	Sport and Physical Education	Optional, 28	Autumn	1
MK 221	Services Marketing	Compulsory, 56	Summer	5
MK 222	Merchandising	Compulsory, 56	Summer	5
MK 223	Commodity Logistics	Compulsory, 56	Summer	5
MK 224	Practical Work	Compulsory, 84	Summer	3
MK 225	Direct Marketing	Compulsory, 42	Summer	5
MK 226	European Economy	Compulsory, 42	Summer	4
MK 227.1	Business English	Compulsory, 28	Summer	3
MK 227.2	French Language	Compulsory, 28	Summer	3
MK 227.3	German Language	Compulsory, 28	Summer	3

<b>MK 228</b>	Sport and Physical Education	Compulsory, 28	Summer	1
<b>MK 311</b>	Consumer Behaviour	Compulsory, 56	Autumn	6
<b>MK 312</b>	Touristic Marketing	Compulsory, 56	Autumn	5
<b>MK 313</b>	Promotional Techniques	Compulsory, 56	Autumn	5
<b>MK 314</b>	Agrifood Marketing	Compulsory, 56	Autumn	5
<b>MK 315</b>	Marketing Simulation	Compulsory, 42	Autumn	4
<b>MK 316.1</b>	Strategic Management	Compulsory, 56	Autumn	5
<b>MK 316.2</b>	Cyber marketing	Compulsory, 56	Autumn	5
<b>MK 316.3</b>	Applicative Marketing Programs	Compulsory, 56	Autumn	5
<b>MK 321</b>	Marketing Data Analysis	Compulsory, 56	Summer	4
<b>MK 322</b>	International Marketing	Compulsory, 56	Summer	4
<b>MK 323</b>	B. Sc. Paper Writing	Compulsory, 70	Summer	10
<b>MK 324</b>	Competition and Prices	Compulsory, 56	Summer	3
<b>MK 325</b>	Human Resource Management	Compulsory, 56	Summer	3
<b>MK 326</b>	Business Ethics	Compulsory, 56	Summer	6