

## COURSE CATALOGUE 2016-2017

Field: **Marketing**

Master's Programme: **Marketing and Sales Promotion**

Length of studies: **2 years (4 semesters)**

Number of ECTS credits: **120 +10 for the Thesis**

Type of courses: **Full-time**

Language of teaching: **Romanian (English tutoring for Erasmus students)**

Code	Courses	Type of course, tuition hours/semester	Autumn/Summer	Credits
<b>MPV 111</b>	Marketing of Fairs and Exhibitions	Compulsory, 56	Autumn	8
<b>MPV 112</b>	Marketing Methods and Models	Compulsory, 56	Autumn	8
<b>MPV 113.1</b>	Quality and Safety of Goods	Compulsory, 56	Autumn	8
<b>MPV 113.2</b>	Non-Food Commodity Science	Compulsory, 56	Autumn	8
<b>MPV 114.1</b>	Business English	Compulsory, 28	Autumn	6
<b>MPV 114.2</b>	French Language for Non-Philologist Students	Compulsory, 28	Autumn	3
<b>MPV 121</b>	Qualitative Research	Compulsory, 42	Summer	7
<b>MPV 122</b>	Brand Portfolio Management	Compulsory, 56	Summer	8
<b>MPV 123</b>	Marketing Audit	Compulsory, 42	Summer	7
<b>MPV 124.1</b>	Sales Force Management	Compulsory, 56	Summer	8
<b>MPV 124.2</b>	Selling Techniques	Compulsory, 56	Summer	8
<b>MPV 211</b>	Strategic Marketing	Compulsory, 56	Autumn	8
<b>MPV 212</b>	Advertising and Media Planning	Compulsory, 56	Autumn	8
<b>MPV 213</b>	Consumer Psychology	Compulsory, 28	Autumn	6
<b>MPV 214</b>	Customer Relationship Management	Compulsory, 56	Autumn	8
<b>MPV 221</b>	Organization of Promotional Campaigns	Compulsory, 56	Summer	8
<b>MPV 222</b>	Online Marketing	Compulsory, 28	Summer	8
<b>MPV 223</b>	Professional Practice	Compulsory, 84	Summer	7
<b>MPV 224</b>	Master Thesis Writing	Compulsory, 28	Summer	7