

MARKETING OF FAIRS AND EXHIBITIONS

Course code: MPV 111

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Todoran Matei Radu, PhD

Full time studies

Form of instruction	Number of teaching hours per semester	Number of teaching hours per week	Semester	Form of receiving a credit for a course	Number of ECTS credits allocated
Class	56	4	I	Grade	8

COURSE AIMS:

Develop the capacity of students to use marketing tools specific to fairs and exhibitions

COURSE CONTENTS:

1. Chronology of exhibition events
2. Exhibitions in the marketing mix
3. Features and functions fairs and exhibitions
4. Objectives and benefits of participation in fairs and exhibitions
5. Classification and selection of exhibition events
6. Legal and contractual framework of exhibition events
7. Activities carried during the event
8. Activities carried out, after the exhibition event
9. Implemented activities implemented by employers, before event
10. Activities carried during the event
11. Activities carried by organizers after event
12. Logistics activities undertaken by exhibitor while organizing fairs and exhibitions
13. Inventory of and distribution exhibitors stands
14. Providing all facilities to stand and exhibitor staff

TEACHING METHODS:

Lecture, Discussions.

LEARNING OUTCOMES:

- Professional training of specialists in manifestation related to the organization of fairs and exhibitions
- Knowledge of the fairs and exhibitions sector's role in the overall context of the services economy

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

Written test examination - 60%, Case study- 40%.

RECOMMENDED READING:

- Bruhn, M., *Orientarea spre clienți – temelia afacerii de succes*, Publishing house Economică, Bucharest, 2001
- Dubois, P.L., Jolibert, A., *Marketing – teorie și practică*, Publishing house Economică, Cluj Napoca 1994
- Morden, A.R., *Elements of marketing 3rd Editions*, D.P. Publication, London, 1996
- Olteanu, V., *Marketingul serviciilor*, Ediția a doua, Publishing house Uranus, Bucharest, 2000
- Pop, C.M., Dabija, C. D., *Instrumente moderne de marketing – Tâtgurile și expozițiile*, Publishing house Risoprint, Cluj Napoca, 2009
- Someșan, C., *Marketingul serviciilor în afaceri*. Publishing house Sincron, Cluj Napoca, 1997
- Cooper, C., Fletcher, J., *Tourism. Principles&Practice*, Longman, London, 1996

MARKETING METHODS AND MODELS

Course code: MPV 112

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Pastiu Carmen, PhD

Full time studies

Form of instruction	Number of teaching hours per semester	Number of teaching hours per week	Semester	Form of receiving a credit for a course	Number of ECTS credits allocated
Class	56	4	I	Grade	8

COURSE AIMS:

The main aim of the course has in view the students' familiarization with the concepts of modeling in marketing; Statistical and mathematical methods used in marketing decision making

COURSE CONTENTS:

1. Conceptual foundations of modeling in marketing
 - 1.1. The concept and the shaping
 - 1.2. Criteria classification models
 - 1.3. Science and art construction methods
 - 1.4. Science and art of building models in marketing
2. Statistical and mathematical methods used in marketing decision making
 - 2.1. Methods for analyzing phenomena cross section
 - 2.2. Methods of studying the phenomena in longitudinal profile
 - 2.3. Characterization methods for connections between phenomena
 - 2.4. Quantitative Methods Forecasting
3. Modeling components of the marketing mix
 - 3.1. Shaping consumer behavior
 - 3.2. Modeling product policy
 - 3.3. price modeling
 - 3.4. Modeling promotional activity
 - 3.5. Modeling the distribution business
 - 3.6. Future modeling in marketing
4. Using computer modeling product marketing

TEACHING METHODS:

Lecture, Discussions.

LEARNING OUTCOMES:

According to the requirements of the labor market, the course will provide students the concepts of modeling in marketing; Statistical and mathematical methods used in marketing decision making

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

Portfolio with practical works

Semester project

Written test examination - 70%, Verification during the semester (project) - 30%.

RECOMMENDED READING:

- Rossi, P. E. and G. M. Allenby (1993), *A Bayesian Approach to Estimating Household Parameters*, Journal of Marketing Research, 30, 171–182.
- Roy, R., P. K. Chintagunta, and S. Haldar (1996), *A Framework for Investigating Habits, "The Hand of the Past" and Heterogeneity in Dynamic Brand Choice*, Marketing Science, 15, 208–299.
- Schwarz, G. (1978), *Estimating the Dimension of a Model*, Annals of Statistics, 6, 461–464.
- Sinha, I. and W. S. DeSarbo (1998), *An Integrated Approach toward the Spatial Modeling of Perceived Customer Value*, Journal of Marketing Research, 35, 236–249.
- Tauchen, G. E. (1985), *Diagnostic Testing and Evaluation of Maximum Likelihood Methods*, Journal of Econometrics, 30, 415–443.
- Tobin, J. (1958), *Estimation of Relationships for Limited Dependent Variables*, Econometrica, 26, 24–36.
- van Heerde, H. J., P. S. H. Leeflang, and D. R. Wittink (2000), *The Estimation of Pre- and Postpromotion Dips with Store-Level Scanner Data*, Journal of Marketing Research, 37, 383–395.
- Veall, M. R. and K. F. Zimmermann (1992), *Performance Measures from Prediction–Realization Tables*, Economics Letters, 39, 129–134.
- Verbeek, M. (2000), *A Guide to Modern Econometrics*, Wiley, New York.
- Vilcassim, N. J. and D. C. Jain (1991), *Modeling Purchase-Timing and Brand Switching Behavior Incorporating Explanatory Variables and Unobserved Heterogeneity*, Journal of Marketing Research, 28, 29–41.

QUALITY AND SAFTY OF GOODS

Course code: MPV 113.1

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Popa Maria, PhD

Full time studies

Form of instruction	Number of teaching hours per semester	Number of teaching hours per week	Semester	Form of receiving a credit for a course	Number of ECTS credits allocated
Class	56	4	I	Grade	8

COURSE AIMS:

Capacity development of knowledge and understanding of the value in use, the systematics, quality and quality guarantee, however closely related to packaging, storage, transportation, handling, marketing and promotion of goods.

COURSE CONTENTS:

1. Define the concept of quality. Functions and principles.
2. Methods and modalities to research in the goods area
3. Product quality control methods
4. Contamination of the goods. Sources. Factors
5. Standardization and certification of product quality
6. Risk analysis in the food safety area (HACCP elements);

TEACHING METHODS:

Lecture, Discussions. Applications

LEARNING OUTCOMES:

- Ensuring a minimum level of knowledge of students in food safety and security connected with market needs;
- Knowing how to function the problematisc to food contamination, and the impact to consumers;
- Understanding and knowing the concepts: natural -food, eco -food, bio - food and articial foods;
- Understanding and applying the concept Eco labeling;

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

Written test examination - 30%, Verification during the semester (project) - 70%.

RECOMMENDED READING:

- Popa, M., *Food safety and quality*, Seria Didactica, Alba Iulia, 2012;
- Popa M., Dragan M., *Science of comodities-* The safety of food products, ROTABENE MEDIENHAUS, Rotenburg on der Tauber, 2013;

BUSINESS ENGLISHCourse Code: **MPV 114.1**

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Crina Herteg PhD

Full time studies

Form of instruction	Number of teaching hours per semester	Number of teaching hours per week	Semester	Form of receiving a credit for a course	Number of ECTS credits allocated
Class	28	2	1	Grade	6

COURSE AIMS:

1. To develop the capacity of identifying and analyzing a large variety of economic texts (business, accounting, finance, banking).
2. To develop oral and written communication abilities with the adequate use of Business English standards.
3. To develop the ability to sustain an idea / opinion both in oral and in written business communication.

COURSE CONTENTS:

Unit 1: Communication

Unit 2: Building Relationships

Unit 4: Job Satisfaction

Unit 5: Risk

Unit 6: E-Commerce

Unit 7: Team Building

Unit 8: Customer Service

Unit 9: Crisis Management

Unit 10: Management Styles

Unit 11: Takeovers And Mergers

Unit 12: Corporate Responsibility

Unit 13: Competition

Unit 14: Incoterms

TEACHING METHODS:

Lecture, debate, Power point presentation.

LEARNING OUTCOMES:

Students use English correctly, fluently and adequately in oral and written business communication.

Students can identify and analyze a large variety of economic texts (business, accounting, finance, banking).

MANDATORY ASSIGNMENTS

Projects, Essays, Portfolio

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

ORAL PRESENTATION

INTERVIEW

TWO-WAY DISCUSSION

RECOMMENDED READING:

- Cotton, D., Falvey, D., Kent, S. (2006). *Market Leader Upper Intermediate*. New Edition, Pearson Longman.
- Dubicka I., O'Keeffe, M. (2007). *Market Leader. Advanced*. Pearson Longman.
- Herteg, C. (2014). *English for Business*. Alba Iulia: Seria Didactica.
- Jones, L., Alexander, R. (2000). *New international business English*. Cambridge: Cambridge University Press.
- MacKenzie, I. (2008). *English for the financial sector*. Cambridge: Cambridge University Press.
- Manton, K. (2005). *First Insights into Business*. Workbook. Pearson Longman.
- Marks, J. (2007). *Check Your English Vocabulary for Banking and Finance*. London: A & C Black Publishers Ltd.
- Popescu, T., & Toma, M. (2009). *Dictionary of Business Collocations: With Romanian translation and practice section*. Alba Iulia: Aeternitas.
- Popescu, T., Herteg, C. (2010). *Tests of Business English*. Alba Iulia: Editura Aeternitas.
- Robbins, S. (2005). *First Insights into Business*. Students' Book. Pearson Longman.
- Rogers, J. (2011). *Market Leader. Upper Intermediate Business English Practice File*. London: Pearson Longman.
- Storton, L. (2006). *New English File. Intermediate Test Booklet*. Oxford: Oxford University Press.
- Wyatt, R. (2007). *Check your English Vocabulary for Business and Administration*. London: A & C Black Publishers Ltd.

FRENCH LANGUAGE FOR NON-PHILOLOGIST STUDENTS

Course Code: MPV 114.2

Type of Course: optional

Language of Instruction: French and Romanian

Teacher's name: Coralia Telea PhD

Form of instruction	Number of teaching hours per semester	Number of teaching hours per week	Semester	Form of receiving credits	Number of ECTS credits allocated
Class	28	2	I	Grade	6

COURSE AIM:

Accurate knowledge acquisition and efficient using of concepts and contextual communication specific to the job market field of study.

ENTRY REQUIREMENT

COURSE CONTENTS

1. - 2. Introductory lecture
3. Job application. The CV and Cover Letter
4. Job application. The job interview
5. – 6. Working conditions
7. – 8. Internal company or organisation documents
9. – 12. Enterprise and entrepreneurship
- 13.-14. Learning verification

TEACHING METHODS

The main method: Communicative language teaching (CLT)

The focus of this method is to enable the learner to communicate effectively and appropriately in the various situations specific to the jobs market field he would be likely to find himself in.

Lecture and exemplification.

LEARNING OUTCOMES

Students will

- match a good knowledge of the jobs market principles to an awareness of their uses and limitations;
 - establish identities, similarities and differences between French and Romanian jobs markets;
- and
- integrate their own ideas with those of others;
 - identify their own strengths and challenges as writers and speakers.

LEARNING OUTCOMES VERIFICATION and ASSESSMENT CRITERIA

Students will be examined at the end of the semester, on practical aspects acquisition (75% of the final grade) and active participation in seminar (25% of the final grade).

RECOMMENDED READING

- CILIANU-LASCU, Corina (2004), *Culegere de exerciții lexico-gramaticale cu profil economic*, Meteor Press, București;
- CORADO, L, SANCHEZ-MACAGNO, M-O, (1990), *Français des affaires* (350 exercices, textes et documents), Hachette, Paris;
- DANILO, M et PENFORNIS, J, LINCOLN, M, (1993), *Le français de la communication professionnelle*, CLE International, Paris;
- DANILO, M, TAUZIN, B (1990), *Le français de l'entreprise*, CLE International, Paris;
- DĂNILĂ, Sorina et alii (2006), *Examenle DELF, DALF, nivelurile A și B*, Polirom, Iași;
- DRĂGAN, Maria (2007), *Communication écrite commerciale et financière. Commerce extérieur. Banques. Assurances*, Meteor Press, București;
- SZILAGYI, E (1990), *Affaires à faire*, Presses Universitaires, Grenoble.

QUALITATIVE RESEARCH

Course code: MPV 121

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Muntean Andreea, PhD

Full time studies

Form of instruction	Number of teaching hours per semester	Number of teaching hours per week	Semester	Form of receiving a credit for a course	Number of ECTS credits allocated
Class	42	3	I	Grade	7

COURSE AIMS:

The overall objective of the course is to foster a basic understanding of two "families" of qualitative approaches to conducting marketing research. Initially, the focus is on defining research objectives and choosing appropriate methods; then a more detailed examination of interviewing and observational methods will follow.

COURSE CONTENTS:

1. General Considerations on marketing qualitative research. The content and features of the qualitative research. The purpose and role of the qualitative research. The context for using qualitative research methods. Advantages and limitations of the qualitative research.
2. Qualitative research techniques. The in-depth interview. The Projective Methods. Focus group discussions. Creative methods.
3. Observation. The particularities of observation, advantages and limitations. Types of observation. The comparative analysis of observation and survey.
4. Methodological issues concerning the qualitative research. The features of the design and planning in organizing a qualitative research. Qualitative research fundamental tools. Analysis and interpretation of information. Interview situations difficulties of and their overcoming.

TEACHING METHODS:

Lecture, Discussions, Team Work.

LEARNING OUTCOMES:

- Developing skills and knowledge in order to be able to design and organize qualitative marketing research

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

Written test examination - 50%, Verification during the semester (project) - 50%.

RECOMMENDED READING:

- *Handbook of Qualitative Research*, Denzin Norman K. (Editor), Yvonna S. Lincoln (Editor) Sage Publications Ltd; 2nd Ed (May 2000).
- *Computer Analysis and Qualitative Research*, Fielding Nigel G and Raymond M. Lee Sage Publications, March 1998
- http://mktresearch.org/wiki/Category:Qualitative_Research
- <http://www.elgaronline.com/view/9781845421007.00019.xml>
- <https://uk.sagepub.com/en-gb/eur/qualitative-marketing-research/book208811>
- <https://uk.sagepub.com/en-gb/eur/qualitative-consumer-and-marketing-research/book235793>

BRAND PORTFOLIO MANAGEMENT

Course code: MPV 122

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Pastiu Carmen, PhD

Full time studies

Form of instruction	Number of teaching hours per semester	Number of teaching hours per week	Semester	Form of receiving a credit for a course	Number of ECTS credits allocated
Class	56	4	II	Grade	8

COURSE AIMS:

The main aim of the course has in view the students' familiarization with the concepts of brand, branding, brand strategy etc.

- *developing the capacity to identify ways by which brand portfolio strategy can solve a number of problems specific business strategies*
- *Developing the understanding of brand relevance, given that the market is very dynamic*
- *Developing the capacity of instruments using brand differentiation brand portfolio*
- *Developing the capacity for knowledge and understanding of brand building activities.*

COURSE CONTENTS:

1. Brief history and definition of the brand. Brand management principles.
2. Concepts : Corporate Brand Identity Brand elements, Brand communication
3. Choosing a brand strategy. Applicability of brand strategy. The benefits of a brand strategy
4. The value of the brand. Brand image. The added value of the brand.
5. Development of a brand. Developer Tools brand.
6. Name the brand - brand management pivot
7. Design a brand name
8. Legal protection of brand
9. Brand portfolio
10. The brand value in organization

TEACHING METHODS:

Lecture, Discussions.

LEARNING OUTCOMES:

Developing the capacity of instruments using brand differentiation brand portfolio

Developing the capacity for knowledge and understanding of brand building activities.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

Written test examination - 70%, Verification during the semester (project) - 30%. Semester project

RECOMMENDED READING:

- Birkin, Michael (1994). "Assessing Brand Value," in *Brand Power*.
- Fan, Y. (2002) "The National Image of Global Brands", *Journal of Brand Management*, 9:3, 180–92, available at Brunel.ac.uk
- Gregory, James (2003). *Best of Branding*.
- Holt, DB (2004). "How Brands Become Icons: The Principles of Cultural Branding" Harvard University Press, Harvard MA
- Klein, Benjamin (2008). "Brand Names". In David R. Henderson (ed.). *Concise Encyclopedia of Economics (2nd ed.)*. Indianapolis: *Library of Economics and Liberty*. Klein, Naomi (2000) *No logo*, Canada: Random House,
- Kotler, Philip (2004). "Marketing Management",
- Kotler, Philip and Pfoertsch, Waldemar (2006). *B2B Brand Management*,
- Martins, Jose Souza (2000) *The Emotional Nature of a Brand: Creating images to become world leaders*. Brazil: Marts Plan Imagen Ltda.
- Miller & Muir (2004). *The Business of Brands*,
- Olins, Wally (2003). *On Brand*, London: Thames and Hudson, Schmidt, Klaus and Chris Ludlow (2002). *Inclusive Branding: The Why and How of a Holistic approach to Brands*. Basingstoke: Palgrave Macmillan,
- Wernick, Andrew (1991). *Promotional Culture: Advertising, Ideology and Symbolic Expression* (Theory, Culture & Society S.), London: Sage Publications,
- Knapp, Duane (2008). "The Brand Promise", New York: McGraw-Hill

MARKETING AUDIT

Course code: MPV 123

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Iulian Bogdan DOBRA, PhD

Full time studies

Form of instruction	Number of teaching hours per semester	Number of teaching hours per week	Semester	Form of receiving a credit for a course	Number of ECTS credits allocated
Class	42	3	II	Grade	7

COURSE AIMS:

To provide a methodical approach to the identification, collection and evaluation marketing mix and strengths and weaknesses of a company. Also, to exploit the strong points of a company and avoid the difficulties where they cannot be corrected.

COURSE CONTENTS:

Chapter 1. Definition, role and objectives of auditing;
 Chapter 2. The Topic Of Marketing Audit
 Chapter 3. Marketing Audit And Strategic Plan
 Chapter 4. Marketing Audit And Product Officer
 Chapter 5. Marketing Audit And Product
 Chapter 6. Marketing Audit and Price Policy
 Chapter 7. Marketing Audit and Communication
 Chapter 8. Marketing Audit and Distribution
 Chapter 9. Marketing Analysis Of Suppliers
 Chapter 10. Preparing the Marketing Audit

TEACHING METHODS:

Lecturing, Demonstrating, Collaborating (i.e. Classroom discussion, Debriefing, Classroom Action Research), Recitation.

LEARNING OUTCOMES:

On successful completion of this course, students should be able to:

- Explain the nature, purpose, scope and the role of the marketing audit and its regulatory and ethical framework;
- Outline marketing audit's role as part of overall performance management and its relationship with the external audit;
- Determine how the auditor obtains an understanding of the entity and its environment, assesses the risk of material misstatement and plans an audit of different marketing mix;
- Evaluate results and modify the audit plan as necessary;
- Expound on the conclusions from audit work and how they are reflected in different types of audit report;
- Clarify the elements of each type of report.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

Verification during semester (i.e. written test) – 60%, Attested applied activities / lab / papers – 40%.

RECOMMENDED READING:

- Orlando Skelton, (2015), *"The Marketing Audit"*, Lulu Press, Inc, Raleigh, North Carolina, USA, ISBN 9781312434523;
- Nicole Lorat, (2009), *"Market Audit and Analysis"* GRIN Verlag, GRIN Publishing, Munich, Germany, ISBN 9783640438891;
- Malcolm McDonald, John Leppard, (1991), *"The Marketing Audit: Translating Marketing Theory Into Practice"*, Butterworth-Heinemann/Elsevier, UK, ISBN 9780750617062;
- Aubrey Wilson, (2005), *"Marketing Audit Handbook"*, Kogan Page Publishers, London, UK, ISBN 9780749447175
- Richard F. Chambers, (2016), *"Lessons Learned on the Audit Trail"*, The Institute of Internal Auditors Research Foundation (IIARF) publication, Florida, USA;
- Mary S. Doucet and Thomas A. Doucet, (2003), *"Control and Auditing"*, , California State University, Bakersfield, Elsevier, USA;
- K. H. Spencer Pickett, (2010), *"The Internal Auditing Handbook"*, 3rd edition, John Wiley & Sons, UK, ISBN 978-0-470-51871-7;
- Richard Cascarino, Sandy Van Esch, (2007), *"Internal Auditing: An Integrated Approach"*, 2nd Edition, Juta and Company Ltd, Lansdowne, South Africa, ISBN 978-0-7021-7269-4;
- Jeffrey Ridley (2008), *"Cutting Edge Internal Auditing"*, John Wiley & Sons, West Sussex, England, UK.

SALES FORCE MANAGEMENT

Course code: MPV 124.1

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Dragolea Larisa, PhD

Full time studies

Form of instruction	Number of teaching hours per semester	Number of teaching hours per week	Semester	Form of receiving a credit for a course	Number of ECTS credits allocated
Class	56	4	II	Grade	8

COURSE AIMS:

Students will learn about sales force management

COURSE CONTENTS:

Chapter 1. Sales force - key element of business success

Chapter 2. Management of commercial agents activity

Chapter 3. Types of sales agents and their implications on the organization of the sales force

Chapter 4. Preparing presentation

Chapter 5. Transforming objections into opportunities

Chapter 6. The close of sale

Chapter 7. Follow-up

Chapter 8. Quality of service

TEACHING METHODS:

Lecture, Discussions.

LEARNING OUTCOMES:

The essential concepts and ideas formulated serve as theoretical and methodological support to other disciplines dealing with various aspects of the activity of marketing and sales.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

Written test examination - 75%, Verification during the semester (project) - 25%.

RECOMMENDED READING:

- *Sales Management*, Calvin, R. J., The McGraw-Hill Executive MBA Series, McGraw-Hill Companies, New-York, 2001;
- *Fundamentals of Selling. Customers for Life*, Futrell, Ch. M., Seventh Edition, Irwin/McGraw-Hill, New York, 2002;
- *Management of a Sales Force*, Stanton, W. J.; Buskirk, R.H., Spiro, R.L., Eighth Edition, Irwin, Homewood, Boston, 1991;
- *Sales force management*. CHURCHILL, Gilbert A. et al. (1999). 6th ed., Boston, Irwin/McGraw-Hill.

ADVERTISING AND MEDIA PLANNING

Course code: MPV 212

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Muntean Andreea, PhD

Full time studies

Form of instruction	Number of teaching hours per semester	Number of teaching hours per week	Semester	Form of receiving a credit for a course	Number of ECTS credits allocated
Class	56	4	I	Grade	8

COURSE AIMS:

Preparing graduates with knowledge, skills and competencies for being able to become a Strategic Planner, a Media Planner, and a Creative Advertising & Marketing Communication profession.

COURSE CONTENTS:

1. The concept of advertising and communication mix
 - 1.1. Definition of advertising
 - 1.2. Advertising promotional mix
2. Advertising Agency
 - 2.1. Definition, categories and structure
 - 2.2. Advertising Agency Departments
3. Image and Message in Advertising
 - 3.1. The Functions and the elements of Image
 - 3.2. Brand and image
 - 3.3. Message in advertising
4. Advertising methods: prints, TV advertising, on-line advertising, outdoor advertising
4. Planning and Strategy in Advertising
5. Media Advertising
6. BTL Advertising

TEACHING METHODS:

Lecture, Discussions.

LEARNING OUTCOMES:

Graduates of this course will have the ability in the field of Account Management Advertising & Marketing Communications independently or in a team.

Being able to conduct a marketing research and advertising to produce Material & Production Promotion Advertising & Marketing field communications.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

Written test examination - 70%, Verification during the semester (project) - 30%.

RECOMMENDED READING:

- *The Advertising Concept Book*, Pete Barry, Thames & Hudson, New York, 2012
- *Marketing Communication*, Graham Hughes, Chris Fill, Elsevier, 2007
- *International Marketing, Strategy Planning, Market Entry & Implementation*, Roger Bennett & Blyth, Kogan Page, London, 2002

CONSUMER PSYCHOLOGY

Course code: MPV 213

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Todor Ioana, PhD

Full time studies

Form of instruction	Number of teaching hours per semester	Number of teaching hours per week	Semester	Form of receiving a credit for a course	Number of ECTS credits allocated
Class	28	2	I	Grade	6

COURSE AIMS:

Getting acquainted with consumer psychology

COURSE CONTENTS:

Consumer Behavior

Purchase and consumption decisions versus marketing strategies

Analysis of the factors influencing consumer behavior

The role of perception and learning in consumer behavior dynamics

Motivation and its role in the dynamics of consumer behavior

Dimensions of personality and their role in the dynamics of consumer behavior

Lifestyle

TEACHING METHODS:

Lecture, Discussions.

LEARNING OUTCOMES:

Knowing the main models and theories of consumer behavior; Knowledge of the main factors and psychological mechanisms that influence consumers' evaluations and decisions; Forming analysis skills in the context of consumer behavior; The inclusion of psychosocial factors in the design, management and marketing strategies.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

Written test examination - 75%, Verification during the semester (project) - 25%.

RECOMMENDED READING:

- *Consumer behavior and managerial decision making*. Kardes, F. R. (2002). New Jersey: Prentice Hall

ORGANIZATION OF PROMOTIONAL CAMPAIGNS

Course code: MPV 221

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Pastiu Carmen, PhD

Full time studies

Form of instruction	Number of teaching hours per semester	Number of teaching hours per week	Semester	Form of receiving a credit for a course	Number of ECTS credits allocated
Class	56	4	II	Grade	8

COURSE AIMS:

The main aim of the course has in view the students' familiarization with the concepts of

- *Study of the main concepts of the organizing promotional campaigns, scroll itself to quantify the effectiveness of these campaigns*
- *Ability to understand and establishing promotional strategies within an organization / enterprise*
- *Develop the capacity of knowledge, understanding and organizing a promotional campaign*
- *Develop the ability to design a marketing program on organizing a promotional campaign.*
- *Develop the capacity of knowledge and understanding of promotional events*
- *Develop the capacity for the organization of promotional communication*

COURSE CONTENTS:**1.COMUNICAREA IN MARKETING**

- 1.1. The place and role of marketing communication in the organization's overall policy
- 1.2. Fundamentals of theory and practice in marketing communication
- 1.3. Design and implementation of the communication strategy of the organization

2. PROMOTIONAL COMMUNICATION

- 2.1. Forms of communication
- 2.2. The communication
- 2.3. Organization of promotional communication

3. STRUCTURE OF PROMOTIONAL ACTIVITY

- 3.1. advertising
- 3.2. sales promotion
- 3.3. public relations
- 3.4. direct marketing

4. ADVERTISING CAMPAIGN

- 4.1. Phases advertising campaign
- 4.2. Factors influencing advertising campaign
- 4.3. The process of making an advertising campaign

5. PROMOTIONAL STRATEGIES

- 5.1 Typology
- 5.2 Use different strategies adjustable single product life-cycle management

6. ORGANIZATION OF PROMOTIONAL CAMPAIGNS

- 6.1. Stages. Necessary information. The human resource involved. Duration. Campaign budget. Results.
- 6.2. Marketing program on the organization of an advertising campaign

Case studies

1. The communication system of the organization
2. Sales promotion
3. Relationship Public
4. Organize a promotional campaign for a product launch phase out
5. Organize a promotional campaign for a product that phase of maturity-decline.
6. promotional budget.
7. Types of strategies used
8. Role play: The promotional campaign for chocolate POIANA

TEACHING METHODS:

Lecture, Discussions.

LEARNING OUTCOMES:

- *According to the requirements of the labor market, the course will provide students concepts of the organizing promotional campaigns, scroll itself to quantify the effectiveness of these campaigns. Develop the capacity of knowledge and understanding of promotional events. Develop the capacity for the organization of promotional communication*

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

Written test examination - 70%, Verification during the semester (project) - 30%. **Semester project**

RECOMMENDED READING:

- *Belch, M; Belch, G (2011). Advertising and Promotion: An Integrated Marketing Communications Perspective. New York: McGraw-Hill Higher Education.*
- *Guerrilla Marketing Attack – New Strategies, Tactics and Weapon for Winning Big Profits for your Small Business). Boston, United States of America: Houghton Mifflin Company. p39*
- *McNaughton, M. (2008). Guerrilla communication, visual consumption, and consumer public relations. Public Relations Review, 34(1), 303-305.*
- *Levinson, J. & Gibson, S. (2010). Guerrilla Social Media Marketing: 100+ Weapons to Grow Your Online Influence, Attract Customers, and Drive Profits. California, United States of America: Entrepreneur Press.*
- *Guerrilla Marketing Strategies for Small Businesses. (2013). Small Business Insights and Ideas. Retrieved 1 April 2016, from <http://learn.infusionsoft.com/marketing/advertising/guerrilla-marketing-strategies-for-small-businesses/>*

ONLINE MARKETING

Course code: MPV 222

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer: Risteiu Mircea, PhD

Full time studies

Form of instruction	Number of teaching hours per semester	Number of teaching hours per week	Semester	Form of receiving a credit for a course	Number of ECTS credits allocated
Class	28	2	II	Grade	8

COURSE AIMS:

It aims to prepare students for the new information society where marketing is primarily digital, does not depend on quantification of time or space, is interactive and goal-oriented dialogue and strong relationship with clients in order to satisfy the greatest needs and their requirements.

COURSE CONTENTS:

Marketing and online marketing - conceptual delimitations. The essence of marketing on the Internet, functions and its peculiarities. The technology of marketing bases and data warehouses. Concept, objectives, functions, languages. Management of Database Systems, types, access tools and multidimensional analysis. Fundamentals of computer networks and communication. Marketing and Information Society. Extranet and Intranet networks. Architecture, navigation techniques, search engines, services and applications used. Marketing mix in the digital environment. Marketing strategies in cyberspace. Designing and evaluating applications for marketing (websites, email marketing, e-commerce, online advertising, web processing, etc.) using specialized software products.
Online Marketing Research.

TEACHING METHODS:

Lecture, Discussions, Online Projects.

LEARNING OUTCOMES:

Marketing in cyberspace centered on consumers, the new approach involves marketing policies and strategies achieved through use of new technologies in ICT, power and communication computer networks, to online services on a global market.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

Oral examination - 50%, Verification during the semester (online project) - 50%.

RECOMMENDED READING:

- *Basics Marketing 02: Online Marketing*, Brian Sheehan, 2010, <https://books.google.ro/books?isbn=2940411336>
- *The Handbook of Online Marketing Research: Knowing Your Customer*, Joshua Grossnickle, Oliver Raskin, 2000, <https://books.google.ro/books?isbn=0071378456>

PROFFESIONAL PRACTICE

Course code: MPV 223

Type of course: compulsory

Language of instruction: English tutoring available for Erasmus students

Name of lecturer:

Full time studies

Form of instruction	Number of teaching hours per semester	Number of teaching hours per week	Semester	Form of receiving a credit for a course	Number of ECTS credits allocated
Class	84	-	II	Grade	10

COURSE AIMS:

Students will develop the ability to identify the peculiarities of scientific research in observing, analyzing and diagnosing economic phenomena and processes seen in economic units.

COURSE CONTENTS:

1. Overview of the economic unit:

1.1. Business profile, legal status, size and complexity of the activity (number of employees, production capacity / sales, establishments own activities, income realized)

1.2. The objectives of development and modernization of the economic unit

1.3. Study the current system of management

1.4. Technological flow for the obtained products and / or services

1.5. Evolutionary trends of economic activity unit

2. Knowledge and study of the main activities and units components:

2.1. Overall organizational structure of the company. Flowchart

2.2. The main structures and management positions

2.3. The main interdependencies between activities, departments and stations

2.4. The functional role of each compartment and cockpit, objectives and its limits

2.5. Key performance indicators for the company (turnover, number of employees, labor productivity, profitability of commercial, profit, earnings average) in the last 3 years

3. Speciality part

3.1. Product: product mix. Objectives. Strategies.

3.2. Price: Objectives. The strategies used by the firm. Pricing methods.

3.3. Distribution: distribution policy objectives. Strategies used. Ways and means to improve.

3.4. Promotion: objectives. What tools are used? Promotional budget - describe the method used. 3.5. Follow company measure the effectiveness of promotional activities undertaken?

TEACHING METHODS: Discussions.

LEARNING OUTCOMES:

Students' ability to apply theoretical knowledge gained with the help of economic and financial data provided by the organization.

The internship master help to develop personal and professional skills. Making internship in companies will help future professionals to acquire the skills that are relevant to each job.

LEARNING OUTCOMES VERIFICATION AND ASSESSMENT CRITERIA:

Written test examination - 70%, project presentation- 30%.

RECOMMENDED READING:

- Balaure, V., (coord.), Marketing, ediția a-II-a, Editura Uranus, București, 2002.
- Bruhn, M., Marketing, Editura Economică, București, 1999.
- Cătoiu I. (coordonator), Cercetări de marketing. Tratat - Ed. Uranus, București, 2009.
- Cătoiu, I. ; Teodorescu N. Comportamentul consumatorului, Ediția a II a, revăzută și adăugită, Editura Uranus, București, 2004.
- David Aaker – Managementul capitalului unui brand, Editura Brandbuilders, 2005.
- Kadar Manuella coord., Muntean Andreea, *Caiet de practică – Specializarea Marketing*, Seria Didactica, Universitatea „1 Decembrie 1918” din Alba Iulia, 2011.
- Kotler, Ph., *Kotler despre marketing. Cum să creem, cum să câștigăm și cum să dominăm piețele*, Editura CURIER MARKETING, București, 2003.
- Kotler, Ph., *Managementul Marketingului*, Editura Teora, București, 2004.
- Muntean Andreea, *Cercetări de marketing*, Note de curs, Seria Didactica, Universitatea „1 Decembrie 1918” din Alba Iulia, 2015.

- Muntean Andreea, *Marketing – Note de curs*, Seria Didactica, Universitatea „1 Decembrie 1918” din Alba Iulia, 2015.
- Mureșan Maria, *Foreign language – English*, Seria Didactica, Universitatea „1 Decembrie 1918” din Alba Iulia, 2013.
- Nicolescu O., Verboncu I., *Managementul organizației*, Editura Economică, București, 2007.
- Paștiu Carmen, *Marketingul serviciilor*, Seria Didactica, Universitatea „1 Decembrie 1918” din Alba Iulia, 2014.