

# Transilvania University of Braşov, Romania

## Study program: Marketing

|                             |   |
|-----------------------------|---|
| Faculty:                    | Economics Science and Business Administration                   |
| Study period:               | 3 years (bachelor)  |
| Academic year structure:    | 2 semesters (14 weeks per semester)                             |
| Examination sessions (two): | winter session (January/February)<br>summer session (June/July) |

### 1<sup>st</sup> Year

| Course title   | Code | No. of credits | Number of hours per week |         |            |         |
|----------------|------|----------------|--------------------------|---------|------------|---------|
|                |      |                | course                   | seminar | laboratory | project |
| Microeconomics | MI1  | 6              | 2                        | 2       |            |         |

**Course description (Syllabus):** The market: demand, supply, market equilibrium; Consumer's behaviour: preferences, utility, choice; Producer's behaviour: productivity, cost, profit, optimal choice; Market competition; Perfect competition market; Monopoly; Oligopoly; Externalities; Public goods.

| Course title                     | Code | No. of credits | Number of hours per week |         |            |         |
|----------------------------------|------|----------------|--------------------------|---------|------------|---------|
|                                  |      |                | course                   | seminar | laboratory | project |
| Mathematics Applied in Economics | MAE1 | 5              | 2                        | 2       |            |         |

**Course description (Syllabus):** Infinite series; Power series; Functions of several variables; Optimization; Linear programming; Improper integrals; Probability; Random variables.

| Course title                   | Code | No. of credits | Number of hours per week |         |            |         |
|--------------------------------|------|----------------|--------------------------|---------|------------|---------|
|                                |      |                | course                   | seminar | laboratory | project |
| Basics of Economic Informatics | BIE1 | 5              | 2                        |         | 2          |         |

**Course description (Syllabus):** Information, entropy, information system; Arithmetic and logical fundamentals of computer; Algorithms; Organization of economic data in files; Personal computer architecture.

| Course title                         | Code | No. of credits | Number of hours per week |         |            |         |
|--------------------------------------|------|----------------|--------------------------|---------|------------|---------|
|                                      |      |                | course                   | seminar | laboratory | project |
| Non-food Products and Users Security | MNS1 | 4              | 2                        | 1       |            |         |

**Course description (Syllabus):** Assortment and properties of chemical products; Assortment and properties of wood products; Assortment and properties of textile products; Assortment and properties of metallic products; Assortment and properties of leather products.

| Course title     | Code | No. of credits | Number of hours per week |         |            |         |
|------------------|------|----------------|--------------------------|---------|------------|---------|
|                  |      |                | course                   | seminar | laboratory | project |
| European Economy | EMO1 | 5              | 2                        | 1       |            |         |

**Course description (Syllabus):** Theoretical aspects regarding the international integration process. Understanding the European Union - The origin and the evolution of European Union. Specific integrational stages of European history. On the way to the Single Market. General aspects regarding the European governance. European institutions. General issues regarding the European politics. The European Union's enlargement. The European Business. Competing in the global market. Euromarketing. Romania and the European Union.

| Course title    | Code | No. of credits | Number of hours per week |         |            |         |
|-----------------|------|----------------|--------------------------|---------|------------|---------|
|                 |      |                | course                   | seminar | laboratory | project |
| Business Ethics | ETA1 | 3              | 1                        | 1       |            |         |

**Course description (Syllabus):** Ethical principles – introductory notions; The concept of business ethics; Fundamentals of corporate social responsibility; The evolution of corporate social responsibility; The components of corporate social responsibility; Interferences between business strategy and ethical principles; Ethical principles regarding marketing policy; Protection of employees. Ethical codes.

| Course title       | Code  | No. of credits | Number of hours per week |         |            |         |
|--------------------|-------|----------------|--------------------------|---------|------------|---------|
|                    |       |                | course                   | seminar | laboratory | project |
| English Language 1 | MLSE1 | 2              | 1                        | 1       |            |         |

**Course description (Syllabus):** Communication problems; Building relationships in business; International marketing. International brands; Defining success in business; Job satisfaction; Everyday risk vs. risk in business; E-commerce. The use of the internet.

| Course title      | Code  | No. of credits | Number of hours per week |         |            |         |
|-------------------|-------|----------------|--------------------------|---------|------------|---------|
|                   |       |                | course                   | seminar | laboratory | project |
| French Language 1 | MLSF1 | 2              | 1                        | 1       |            |         |

**Course description (Syllabus):** Cours de conversation et de rédaction des textes sur les thèmes: Communication d'affaires; La monnaie, l'argent et la banque; Transports et livraisons; Management des ressources humaines; L'entité, la firme, l'entreprise; Comptes bancaires; Tourisme rural; Le rôle de la publicité dans la société de consommation.

| Course title   | Code | No. of credits | Number of hours per week |         |            |         |
|----------------|------|----------------|--------------------------|---------|------------|---------|
|                |      |                | course                   | seminar | laboratory | project |
| Macroeconomics | MA2  | 5              | 2                        | 1       |            |         |

**Course description (Syllabus):** National economy: institutional sectors, macroeconomic indicators; National income: consumption and saving, investment, equilibrium; Aggregate demand and supply, macroeconomic equilibrium; Labour market; Unemployment; Inflation; Economic (business) cycles; Economic growth; Money, capital and currency markets; International trade.

| Course title        | Code | No. of credits | Number of hours per week |         |            |         |
|---------------------|------|----------------|--------------------------|---------|------------|---------|
|                     |      |                | course                   | seminar | laboratory | project |
| Economic Statistics | ST2  | 5              | 2                        | 2       |            |         |

**Course description (Syllabus):** Data analysis strategy; Types of variables; Univariate analysis; Bivariate analysis; The analysis of variance (ANOVA) and the t-test; Chi-squared test; Linear regression; Correlation; Non-parametric methods; Time Series Analysis; Spatial analysis.

| Course title                        | Code | No. of credits | Number of hours per week |         |            |         |
|-------------------------------------|------|----------------|--------------------------|---------|------------|---------|
|                                     |      |                | course                   | seminar | laboratory | project |
| Food Products and consumer security | MAS2 | 3              | 2                        | 1       |            |         |

**Course description (Syllabus):** Classification of foods; Food packaging; Food labelling; Food composition; Preservation of food; Characterization of major food groups.

| Course title | Code | No. of credits | Number of hours per week |         |            |         |
|--------------|------|----------------|--------------------------|---------|------------|---------|
|              |      |                | course                   | seminar | laboratory | project |
| Management   | MN2  | 5              | 2                        | 1       |            |         |

**Course description (Syllabus):** Introduction; Planning; Mission, objectives, strategies; Organization; Decision; Decision Tree; Critical Path Method; Leadership; Strategies; Entrepreneurship.

| Course title      | Code | No. of credits | Number of hours per week |         |            |         |
|-------------------|------|----------------|--------------------------|---------|------------|---------|
|                   |      |                | course                   | seminar | laboratory | project |
| Basic Accountancy | BC2  | 5              | 2                        | 1       |            |         |

**Course description (Syllabus):** The evolution of accountancy; The role and the place of the accountancy in the economic information system; The documentation of economic operations in accountancy; The evolution in accountancy; The financial statements and the European instruction; Theory and model regarding the account; The analysis and the recording of transactions; The accounting cycle; The revenue and expenses in accountancy; Closing works of the financial exercise.

| Course title             | Code | No. of credits | Number of hours per week |         |            |         |
|--------------------------|------|----------------|--------------------------|---------|------------|---------|
|                          |      |                | course                   | seminar | laboratory | project |
| Data Bases for Marketing | BD2  | 4              | 2                        |         | 2          |         |

**Course description (Syllabus):** Database - General concepts; Database models; Relational Databases; Relational algebra; SQL; Designing relational databases. Databases table normalisation .

| Course title                  | Code  | No. of credits | Number of hours per week |         |            |         |
|-------------------------------|-------|----------------|--------------------------|---------|------------|---------|
|                               |       |                | course                   | seminar | laboratory | project |
| Ethics and Academic Integrity | ETIA2 | 1              | 1                        |         |            |         |

**Course description (Syllabus):** Academic writings; Tipology of scientific papers of students; tips for writing an academic paper; Structure of a research article; Citation principles; Scientific posters. Writing a personal CV.

| Course title       | Code  | No. of credits | Number of hours per week |         |            |         |
|--------------------|-------|----------------|--------------------------|---------|------------|---------|
|                    |       |                | course                   | seminar | laboratory | project |
| English Language 2 | MLSE2 | 2              | 1                        | 1       |            |         |

**Course description (Syllabus):** Team building. Successful team working; Ways of raising money; Customer service. Dealing with complaints; Crisis management; Management styles. Do's and don'ts for managers; Takeovers and mergers; The future of business.

| Course title      | Code  | No. of credits | Number of hours per week |         |            |         |
|-------------------|-------|----------------|--------------------------|---------|------------|---------|
|                   |       |                | course                   | seminar | laboratory | project |
| French Language 2 | MLSF2 | 2              | 1                        | 1       |            |         |

**Course description (Syllabus):** A. Correspondance d'affaire: lettres de recommandation; lettre d'offre; lettre de réclamation; contrat d'achat-vente, etc. B. Textes de spécialité économique: La concurrence; La Bourse; Le marketing et le marché; Les relations publiques; Présentation pour un interview de travail; L'emploi et l'employeur, etc.

## 2<sup>nd</sup> Year

| Course title        | Code | No. of credits | Number of hours per week |         |            |         |
|---------------------|------|----------------|--------------------------|---------|------------|---------|
|                     |      |                | course                   | seminar | laboratory | project |
| Consumer Protection | PRC3 | 4              | 2                        | 1       |            |         |

**Course description (Syllabus):** Need consumer protection; Main consumer rights; Notion of economic agent; National authority consumer protection; Consumers protection associations; Consumers protection in travel, trade and services.

| Course title             | Code | No. of credits | Number of hours per week |         |            |         |
|--------------------------|------|----------------|--------------------------|---------|------------|---------|
|                          |      |                | course                   | seminar | laboratory | project |
| Small Business Marketing | MMA3 | 5              | 2                        | 1       |            |         |

**Course description (Syllabus):** Enterprises in the business environment - definition, role, types. The influence of the external environment on small businesses. The importance of market segmentation for SMEs. Positioning - a major component of a marketing strategy. Role and importance of employees and customers in product delivery. The role of the marketing mix in the activity of a SME.

| Course title          | Code | No. of credits | Number of hours per week |         |            |         |
|-----------------------|------|----------------|--------------------------|---------|------------|---------|
|                       |      |                | course                   | seminar | laboratory | project |
| Commercial Management | MC03 | 5              | 2                        | 2       |            |         |

**Course description (Syllabus):** The place, role and importance of commerce inside the economy; The implications of market mechanism in trade activity; Goods and services Market; The Consumption, it's structure and economic laws; Goods Demand; Goods Offer; The Prices in Commerce; Typological approach in wholesale trade activity; Typological approach in retail activity; Trade services; Organisation systems for the trade apparel; The microeconomic approach of trading economy science – fundamentals of trading firm marketing.

| Course title | Code | No. of credits | Number of hours per week |         |            |         |
|--------------|------|----------------|--------------------------|---------|------------|---------|
|              |      |                | course                   | seminar | laboratory | project |
| Business Law | DAF3 | 5              | 2                        | 1       |            |         |

**Course description (Syllabus):** Business law overview; Juridical relation in business law; Sources of legal obligations; Subjects of business law; Contracts.

| Course title | Code | No. of credits | Number of hours per week |         |            |         |
|--------------|------|----------------|--------------------------|---------|------------|---------|
|              |      |                | course                   | seminar | laboratory | project |
| Marketing    | MK3  | 5              | 2                        | 2       |            |         |

**Course description (Syllabus):** Defining marketing. Evolution and characteristics; The marketing environment; Segmentation of markets. Positioning of products; Product strategies; Price strategies; Placement strategies; Promotion strategies.

| Course title                   | Code | No. of credits | Number of hours per week |         |            |         |
|--------------------------------|------|----------------|--------------------------|---------|------------|---------|
|                                |      |                | course                   | seminar | laboratory | project |
| Business to Business Marketing | BBM3 | 4              | 2                        | 2       |            |         |

**Course description (Syllabus):** Business marketing management; Assessing customer value for organisations; Identifying and understanding decision makers; Organisations' buying behavior; Market strategies; Product policy on B2B market; Distribution channels; Marketing communication; Bidding at auctions.

| Course title       | Code  | No. of credits | Number of hours per week |         |            |         |
|--------------------|-------|----------------|--------------------------|---------|------------|---------|
|                    |       |                | course                   | seminar | laboratory | project |
| English Language 3 | MLSE3 | 2              | 1                        | 1       |            |         |

**Course description (Syllabus):** Business Organisations; Marketing; Describing Performance; Money and Banking; Funding the Business; Accounting; Auditing; Mergers and Takeovers; Transport and Delivery; Selling and Buying.

| Course title      | Code  | No. of credits | Number of hours per week |         |            |         |
|-------------------|-------|----------------|--------------------------|---------|------------|---------|
|                   |       |                | course                   | seminar | laboratory | project |
| French Language 3 | MLSF3 | 2              | 1                        | 1       |            |         |

**Course description (Syllabus):** Cours pratique de grammaire française: Le verbe – applications dans des exercices ayant un vocabulaire spécialisé, économique; L'Indicatif; La voix passive; Le Si conditionnel; Le Subjonctif; Le participe passé et son accord; La concordance des temps.

| Course title     | Code | No. of credits | Number of hours per week |         |            |         |
|------------------|------|----------------|--------------------------|---------|------------|---------|
|                  |      |                | course                   | seminar | laboratory | project |
| General Finances | FG4  | 5              | 2                        | 1       |            |         |

**Course description (Syllabus):** The financial system; Public goods; The system of public expenditure; The measures of public expenditure; The public expenditure for economic objectives; The system of public revenue; The flat tax system versus progressive taxation; Tax evasion; International double taxation; The main objective of the firm; Financial approach; The investment decision.

| Course title       | Code | No. of credits | Number of hours per week |         |            |         |
|--------------------|------|----------------|--------------------------|---------|------------|---------|
|                    |      |                | course                   | seminar | laboratory | project |
| Consumer Behaviour | COC4 | 6              | 2                        | 2       |            |         |

**Course description (Syllabus):** Introduction to consumer behaviour; Perception; Learning, memory and product positioning; Motivation; Personality; Attitudes and influencing attitudes; Lifestyle; External influences: Group influences on consumer behaviour; Consumer decision process; Consumer research methods.

| Course title                 | Code | No. of credits | Number of hours per week |         |            |         |
|------------------------------|------|----------------|--------------------------|---------|------------|---------|
|                              |      |                | course                   | seminar | laboratory | project |
| Product and Brand Management | AE4  | 5              | 2                        | 1       |            |         |

**Course description (Syllabus):** Product concept; Market segmentation; Building brands; Brand management; Product positioning and differentiation; Positioning strategies; New products designing; Management of product portfolio; Product – market strategies (Ansoff matrix).

| Course title            | Code | No. of credits | Number of hours per week |         |            |         |
|-------------------------|------|----------------|--------------------------|---------|------------|---------|
|                         |      |                | course                   | seminar | laboratory | project |
| International Marketing | MKI4 | 5              | 2                        | 2       |            |         |

**Course description (Syllabus):** The scope and challenge of international marketing; The international environment of the company; The international marketing strategy; Foreign markets selection and entry strategies in international markets; Product in international marketing; International distribution systems; Promotion policy in international marketing; Pricing policy in international marketing; The international marketing plan.

| Course title     | Code | No. of credits | Number of hours per week |         |            |         |
|------------------|------|----------------|--------------------------|---------|------------|---------|
|                  |      |                | course                   | seminar | laboratory | project |
| Direct Marketing | MD4  | 4              | 2                        | 2       |            |         |

**Course description (Syllabus):** Direct marketing concept; The new direct marketing model; Customer databases and direct marketing; Forms of direct marketing (direct mail, telephone marketing, catalog marketing, direct-response television marketing, new digital direct marketing technologies); Integration and direct marketing.

| Course title       | Code  | No. of credits | Number of hours per week |         |            |         |
|--------------------|-------|----------------|--------------------------|---------|------------|---------|
|                    |       |                | course                   | seminar | laboratory | project |
| English Language 4 | MLSE4 | 2              | 1                        | 1       |            |         |

**Course description (Syllabus):** Format of business letters; Letter of complaint. Replying to a letter of complaint; Letter of enquiry. Replying to a letter of enquiry; Orders. Accepting/ declining orders; Letter of application. Accepting/ turning down an application; Invitation. Accepting /declining an invitation; Personal recommendation; Contracts; Report. Memo; Proposal. Minutes.

| Course title      | Code  | No. of credits | Number of hours per week |         |            |         |
|-------------------|-------|----------------|--------------------------|---------|------------|---------|
|                   |       |                | course                   | seminar | laboratory | project |
| French Language 4 | MLSF4 | 2              | 1                        | 1       |            |         |

**Course description (Syllabus):** Textes de spécialité économique: La publicité et le marketing; La Roumanie dans les journaux de l'Europe; Termes généraux du marketing; La sociologie du tourisme; La déontologie professionnelle; Traditions culinaires européennes; Le langage non verbal du client etc.

| Course title | Code | No. of credits | Number of hours per week |         |            |         |
|--------------|------|----------------|--------------------------|---------|------------|---------|
|              |      |                | course                   | seminar | laboratory | project |
| Internship   | PR4  | 3              |                          |         |            | 6       |

**Course description (Syllabus):** Company presentation; Company organization, structure and human resources; Company's current market; Company's concerns regarding the quality of products and services; Observations on business activity and proposals for improvement.

### 3<sup>rd</sup> Year

| Course title       | Code | No. of credits | Number of hours per week |         |            |         |
|--------------------|------|----------------|--------------------------|---------|------------|---------|
|                    |      |                | course                   | seminar | laboratory | project |
| Marketing Research | CEM5 | 6              | 2                        | 2       |            | 2       |

**Course description (Syllabus):** Introduction in marketing research; Stages of marketing research; Exploratory research; Observation; Descriptive research – Surveys; Questionnaire design; Sample design; Descriptive analysis.

| Course title     | Code | No. of credits | Number of hours per week |         |            |         |
|------------------|------|----------------|--------------------------|---------|------------|---------|
|                  |      |                | course                   | seminar | laboratory | project |
| Public Relations | RP5  | 5              | 2                        | 2       |            |         |

**Course description (Syllabus):** Communication system and models; Marketing communication process; Designing the communication strategy; Communication and media planning; Public relations; Techniques used in public relations; Programs and campaigns of public relations.

| Course title         | Code | No. of credits | Number of hours per week |         |            |         |
|----------------------|------|----------------|--------------------------|---------|------------|---------|
|                      |      |                | course                   | seminar | laboratory | project |
| Promotion techniques | TPR5 | 5              | 2                        | 2       |            |         |

**Course description (Syllabus):** The general frame of development for promotional activities; Advertising; Public relations; Publicity; Sales promotions; Direct Marketing techniques; Personal selling and sales management.

| Course title     | Code | No. of credits | Number of hours per week |         |            |         |
|------------------|------|----------------|--------------------------|---------|------------|---------|
|                  |      |                | course                   | seminar | laboratory | project |
| Sales Techniques | TV5  | 5              | 2                        | 2       |            |         |

**Course description (Syllabus):** Basic notions about sales; Theories about purchasing and selling; Negotiation and selling techniques; The sale ending; Sales agents characteristics; The interaction buyer – seller; Specific aspects for sales force management.

| Course title      | Code | No. of credits | Number of hours per week |         |            |         |
|-------------------|------|----------------|--------------------------|---------|------------|---------|
|                   |      |                | course                   | seminar | laboratory | project |
| Service Marketing | MKS5 | 5              | 2                        | 2       |            |         |

**Course description (Syllabus):** Introduction to Services; Consumer Behaviour in Services; Service Quality; Customer Expectations and Perceptions of Service; Service Development and Design; Physical Evidence and the Servicescape; Employees and Customers' Roles in Service Delivery; Pricing of Services; Managing Demand and Capacity; Services Marketing Communications.

| Course title                  | Code | No. of credits | Number of hours per week |         |            |         |
|-------------------------------|------|----------------|--------------------------|---------|------------|---------|
|                               |      |                | course                   | seminar | laboratory | project |
| Marketing Information Systems | SIM5 | 4              | 2                        | 2       |            |         |

**Course description (Syllabus):** Data, information, knowledge; Information systems; Marketing information system; Life cycle of information systems; System analysis; Choosing the right information system; Logic design of information system; Physical design of information system; Implementation of information system; Using and maintenance of information system.

| Course title    | Code | No. of credits | Number of hours per week |         |            |         |
|-----------------|------|----------------|--------------------------|---------|------------|---------|
|                 |      |                | course                   | seminar | laboratory | project |
| Goods Logistics | LMF6 | 5              | 2                        | 2       |            |         |

**Course description (Syllabus):** Defining aspects of goods distribution process; The Logistics concept; Customers attending; Goods Acquisition; Goods transportation; Goods stocks; Goods storing.

| Course title      | Code | No. of credits | Number of hours per week |         |            |         |
|-------------------|------|----------------|--------------------------|---------|------------|---------|
|                   |      |                | course                   | seminar | laboratory | project |
| Tourism marketing | MKT6 | 5              | 2                        | 2       |            |         |

**Course description (Syllabus):** General aspects concerning the application of marketing in the tourism field; The marketing environment of tourism businesses; Tourism market segmentation; The tourism product development; The distribution mix in tourism; The promotional mix in the tourism field; Pricing in the tourism field; People in the tourism field; Other variables of the marketing mix in tourism.

| Course title                 | Code | No. of credits | Number of hours per week |         |            |         |
|------------------------------|------|----------------|--------------------------|---------|------------|---------|
|                              |      |                | course                   | seminar | laboratory | project |
| Social and Politic Marketing | MKP6 | 5              | 2                        | 2       |            |         |

**Course description (Syllabus):** Defining social marketing; Political marketing; Road safety marketing and ecological marketing; Religious marketing; Health marketing; Educational marketing; Cultural and sports marketing.

| Course title       | Code | No. of credits | Number of hours per week |         |            |         |
|--------------------|------|----------------|--------------------------|---------|------------|---------|
|                    |      |                | course                   | seminar | laboratory | project |
| Marketing projects | PRM6 | 5              | 2                        | 2       |            |         |

**Course description (Syllabus):** Project definition; Establishing project goal and objectives; Project risks assesment; Establishing project activities; Budget projection; Project feasibility analysis; Project timelines; Resource assignment; Project implementation. Using information systems in project management.

| Course title                   | Code | No. of credits | Number of hours per week |         |            |         |
|--------------------------------|------|----------------|--------------------------|---------|------------|---------|
|                                |      |                | course                   | seminar | laboratory | project |
| Researches for Diploma Project | ELL6 | 5              |                          |         |            | 5       |

**Course description (Syllabus):** The discipline "Preparation of bachelor thesis" has the following objectives: to get bachelor students accustomed with the essential issues of the dissertation thesis; to train and develop graduate skills of developing projects; to assist students in using correct methods, techniques and models of analysis necessary to address the chosen theme; to help students in substantiation of conclusions and proposals specific to each topic; to guide students to identify innovative solutions to solve the proposed thesis theme.

| Course title   | Code | No. of credits | Number of hours per week |         |            |         |
|----------------|------|----------------|--------------------------|---------|------------|---------|
|                |      |                | course                   | seminar | laboratory | project |
| Cybermarketing | CYB6 | 5              | 2                        | 1       |            |         |

**Course description (Syllabus):** Introduction in cybermarketing; Online consumer behaviour; Online marketing mix and strategic planning; Innovative e-business; Social media marketing; Online customer management relationship; Marketing principles and techniques used in website design.