



SYLLABUS

Academic year 2023-2024

1. Information regarding the programme

1.1. Higher education institution	Babeş-Bolyai University
1.2. Faculty	Business
1.3. Department	Hospitality Services
1.4. Field of study	Business Administration
1.5. Study cycle	Licence
1.6. Study programme / Qualification	Administrarea Afacerilor în Servicii de Ospitalitate în limba engleză

2. Information regarding the course

2.1. Name of the course	Principles of Marketing						
2.2. Code	ILE0011						
2.3. Course coordinator	Prof.univ.dr. Smaranda Adina Cosma						
2.4. Seminar coordinator	Asist.univ.dr. Cristina Fleşeriu						
2.5. Year of study	II	2.6. Semester	I	2.7. Type of evaluation	E	2.8. Type of course	Required

3. Total estimated time (hours/semester of didactic activities)

3.1. Hours per week	4	Of which: 3.2. lecture	2	3.3 seminar/laboratory	2
3.4. Total hours in the curriculum	56	Of which: 3.5. lecture	28	3.6. seminar/laboratory	28
Time allotment:					hours
Learning using manual, course support, bibliography, course notes					20
Additional documentation (in libraries, on electronic platforms, field documentation)					20
Preparation for seminars/labs, homework, papers, portfolios and essays					19
Tutorship					2
Evaluations					2
Other activities:					6
3.7. Total individual study hours					69
3.8. Total hours per semester					125
3.9. Number of ECTS credits					5

4. Prerequisites (if necessary)

4.1. curriculum	
4.2. competencies	

5. Conditions (if necessary)

5.1. for the course	Classroom equipped with computer and projector
5.2. for the seminar /lab activities	Classroom equipped with computer and projector



6. Specific competencies acquired

Professional competencies	<ul style="list-style-type: none"> • C1.1. Description of concepts, theories and methodologies for collecting, processing and analyzing data from both inside and outside • C2.4. Analysis and evaluation of business environment trends and the proposal of strategic alternatives for the company's activity • C4.3. The application of strategic and tactical actions in the organization's activity in accordance with its basic policy and the provisions of the decision-making factors
Transversal competencies	CT1 Applying the principles, norms and values of professional ethics into the rigorous, efficient and accountable work strategies

7. Objectives of the course (outcome of the acquired competencies)

7.1. General objective of the course	The students must assume the marketing concept and the fundamental elements about the marketing theory and practice
7.2. Specific objective of the course	<ul style="list-style-type: none"> • Assumption of marketing concept and philosophies • To analyze the marketing micro- and macro-environment and to identify the company's possibilities to adapt to those components • Assumption of marketing techniques and how the companies should operate with each variable from the marketing mix • Establish the organization, implementation and control procedures of marketing

8. Content

8.1. Course		Teaching Method	Remarks
1	Marketing context and problems – What is Marketing? Marketing appearance and development	Interactive exposure, multimedia (video projector), exemplification	One lecture
2	Marketing context and problems – Fundamental concepts of marketing Defining Marketing for the New Realities	Interactive exposure, multimedia (video projector), exemplification	One lecture
3	Marketing environment –The company's marketing micro-environment, Supply, Intermediaries, Customers, Competitors, Publics, Company	Interactive exposure, multimedia (video projector), exemplification	One lecture
4	Marketing environment –The company's marketing macro-environment	Interactive exposure, multimedia (video projector), exemplification	One lecture
5	Building Strong Brands Identifying Market Segments and Targets Crafting the Brand Positioning Creating Brand Equity	Interactive exposure, multimedia (video projector), exemplification	One lecture



6	Creating Value - Marketing - mix – Goods versus services, The product concept, Product classification, The offer verity for products and services compared with the competition	Interactive exposure, multimedia (video projector), exemplification	One lecture
7	Creating Value - Marketing -mix – The process of creating new products, Product life cycle	Interactive exposure, multimedia (video projector), exemplification	One lecture
8	Creating Value - Marketing -mix– Price – Price – a marketing -mix component, Objectives of price policy, Factors that determine the price	Interactive exposure, multimedia (video projector), exemplification	One lecture
9	Creating Value - Marketing mix – Price – Methods to set the prices for the products, Methods to calculate the price, Setting the end price, Price strategies, Changing the prices and the reactions to this price changes	Interactive exposure, multimedia (video projector), exemplification	One lecture
10	Delivering Value - Marketing mix – Distribution – Defining the concept, The distribution role, Distribution channels	Interactive exposure, multimedia (video projector), exemplification	One lecture
11	Delivering Value - Marketing mix– Distribution – Distribution channel management, Extent of distribution, Intermediaries selection and evaluation, Establishing the conditions for the cooperation, Trade mix, Distribution channel control, Organization of distribution channel	Interactive exposure, multimedia (video projector), exemplification	One lecture
12	Communicating Value - Marketing mix– Promotion – Communication process, Creating the promotion actions, The target for the promotion actions, Objectives of promotion actions , Communication media, Setting the promotional budget	Interactive exposure, multimedia (video projector), exemplification	One lecture
13	Communicating Value - Marketing mix– Promotion – Analyzing the efficiency of promotion actions	Interactive exposure, multimedia (video projector), exemplification	One lecture
14	Organizing the marketing activity – Organizing the marketing department, Ethics and social responsibility in marketing	Interactive exposure, multimedia (video projector), exemplification	One lecture
Bibliography		Required Literature: <ol style="list-style-type: none"> 1. Armstrong, G., Kotler, Ph., Opresnik, M.O., Marketing: An Introduction, 14th Global Edition, Pearson Education Limited, 2019. 2. Baker, M.J., Saren, M., Marketing Theory: A Student Case, 3rd Edition, Sage Publications Inc., London, 2016. 	



	<ol style="list-style-type: none"> 3. Cosma, S., Bota, M., Bazele marketingului, Editura Alma Mater, Cluj-Napoca, 2004. 4. Kotler, Ph., Keller, K.L., Marketing Management, 15th Edition, Pearson Education Limited, 2016. 5. Kotler, Ph., Armstrong, G., Principles of marketing, 18th Edition, Pearson Education Limited, 2020. 6. Kotler, Ph., Armstrong, G., Harris, L.C., He, H., Principles of marketing, 8th European Edition, Pearson Education Limited, 2020.
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8.2. Seminar/laboratory		Teaching Method	Remarks
1	Administrative aspects Requirements and evaluation for the students from seminar activities	Interactive exposure, multimedia (video projector), exemplification	One seminar
2	Marketing context and problems – case study and application	Discussion of case studies Practical applications, exercise	2 seminars
3	Marketing environment – case study and application	Discussion of case studies Practical applications, exercise	2 seminars
4	Product - case study and application	Discussion of case studies Practical applications, exercise	2 seminars
5	Price - case study and application	Discussion of case studies Practical applications, exercise	2 seminars
6	Distribution - case study and application	Discussion of case studies Practical applications, exercise	2 seminars
7	Promotion - case study and application	Discussion of case studies Practical applications, exercise	2 seminars
8	Project presentation and evaluation	Debate	One seminar

Bibliography	<p>Required Literature:</p> <ol style="list-style-type: none"> 1. Armstrong, G., Kotler, Ph., Opresnik, M.O., Marketing: An Introduction, 14th Global Edition, Pearson Education Limited, 2019. 2. Baker, M.J., Saren, M., Marketing Theory: A Student Case, 3rd Edition, Sage Publications Inc., London, 2016. 3. Cosma, S., Bota, M., Bazele marketingului, Editura Alma Mater, Cluj-Napoca, 2004. 4. Kotler, Ph., Keller, K.L., Marketing Management, 15th Edition, Pearson Education Limited, 2016. 5. Kotler, Ph., Armstrong, G., Principles of marketing, 18th Edition, Pearson Education Limited, 2020. 6. Kotler, Ph., Armstrong, G., Harris, L.C., He, H., Principles of marketing, 8th European Edition, Pearson Education Limited, 2020.
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9. Corroborating the content of the course with the expectations of the epistemic community, professional associations and representative employers within the field of the program

The topics covered are similar to those addressed in other prestigious universities at home and abroad. In order to adapt the content of the discipline to the labor, meetings were held with representatives from the business community.

10. Evaluation

- The evaluation method will remain the same for the exam in the re-examination session.
- To calculate the final grade by summing up the points obtained during the semester, it is necessary to obtain at least 50% of the score for the written exam.

Type of activity	10.1 Evaluation criteria	10.2 Evaluation method	10.3 Percentage from the total mark
10.4 Course	<ul style="list-style-type: none"> • Understanding and leaning the specialized concepts; • Correct use of specialized knowledge; • Consistency logical thinking. 	written theoretical exam	60%
10.5 Seminar/lab activities	<ul style="list-style-type: none"> • Ability to apply the learned specialized concepts. 	practical applications and case studies solved throughout the semester	20%
	<ul style="list-style-type: none"> • Creativity; • Ability to correctly use the learned concepts and critical thinking. 	semester group project	20%
10.6. Minimum performance standards			
<ul style="list-style-type: none"> • knowing the fundamental concepts who were taught; • appropriate use and application of specialized concepts 			

Date	Course coordinator	Seminar coordinator
29.09.2023	Prof.dr. Smaranda Adina Cosma	Conf.dr. Cristina Fleșeriu
Date of approval		Head of department
11.10.2023		Conf.dr. Marius Bota