



## SYLLABUS

Academic year 2022-2023

### 1. Information regarding the programme

1.1. Higher education institution	Universitatea Babeș-Bolyai
1.2. Faculty	Faculty of Business
1.3. Department	Business
1.4. Field of study	Business Administration
1.5. Study cycle	Bachelor
1.6. Study programme / Qualification	Business Administration in Hospitality Services (English)

### 2. Information regarding the course

2.1. Name of the course	Marketing and Management Simulations						
2.2. Code	ILE0091						
2.3. Course coordinator	Conf. Dr. Cristina FLEȘERIU.						
2.4. Seminar coordinator	Conf. Dr. Cristina FLEȘERIU						
2.5. Year of study	2	2.6. Semester	II	2.7. Type of evaluation	C	2.8. Type of course	elective

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

3.1. Hours per week	2	Of which: 3.2. lecture	0	3.3 seminar/laboratory	2
3.4. Total hours in the curriculum	28	Of which: 3.5. lecture	0	3.6. seminar/laboratory	28
Time allotment:	hours				
Learning using manual, course support, bibliography, course notes	14				
Additional documentation (in libraries, on electronic platforms, field documentation)	12				
Preparation for seminars/labs, homework, papers, portfolios and essays	4				
Tutorship	7				
Evaluations	7				
Other activities:	3				
3.7. Total individual study hours	47				
3.8. Total hours per semester	75				
3.9. Number of ECTS credits	3				

### 4. Prerequisites (if necessary)

4.1. curriculum	
4.2. competencies	

### 5. Conditions (if necessary)

5.1. for the course	Room with computers network, Internet connection, video projector
5.2. for the seminar /lab activities	



## 6. Specific competencies acquired

Professional competencies	<ul style="list-style-type: none"><li>gathering, processing, and analysing economic data for business management (C1)</li><li>implementing the business development strategies in the companies belonging to the hospitality industry (C4)</li></ul>
Transversal competencies	<ul style="list-style-type: none"><li>identifying the roles and responsibilities in a multispecialty team and implementing various relational techniques and efficient teamwork (CT2)</li></ul>

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

7.1. General objective of the course	<ul style="list-style-type: none"><li>the students can apply marketing and management concepts and use the marketing variables in a realistic frame</li></ul>
7.2. Specific objective of the course	<ul style="list-style-type: none"><li>to use in practice concepts such as: marketing mix (price, promotion, product, place); markets that have different answers and different types of business environments; the push strategy vs. the pull strategy; short term strategies vs. long term strategies; business-to-business sales; marketing research and its help for taking the decisions; performance measures etc.</li></ul>

## 8. Content

8.2. Seminar/laboratory		Teaching Method	Remarks
1	Topic and requirements' presentation regarding this laboratory and teams' creation	Interactive exposure, Exercise	Laboratory 1
2	Part 1: Recap applications – Working with the marketing mix	Interactive exposure, Exercise	Laboratory 2
3	Part 1: Recap applications – Improving the marketing mix	Interactive exposure, Exercise	Laboratory 3
4	Part 1: Recap applications – Developing marketing policies	Interactive exposure, Exercise	Laboratory 4
5	Part 1: Recap applications – Promotional calendar	Interactive exposure, Exercise	Laboratory 5
6	Part 2: Company NewShoes – creating company's mission, logo and tagline	Interactive exposure, Exercise	Laboratory 6
7	Part 2: Company NewShoes – drawing a new product and creating the brand name	Interactive exposure, Exercise	Laboratory 7



8	Part 2: Company NewShoes – creating the package	Interactive exposure, Exercise	Laboratory 8
9	Part 2: Company NewShoes – identifying the potential client based on the needs	Interactive exposure, Exercise	Laboratory 9
10	Part 2: Company NewShoes – calculating the price for the product	Interactive exposure, Exercise	Laboratory 10
11	Part 2: Company NewShoes – establishing the distribution and promoting the product through a radio commercial	Interactive exposure, Exercise	Laboratory 11
12	Part 2: Company NewShoes – creating a plot for a commercial using storytelling	Interactive exposure, Exercise	Laboratory 12
13	Preparing the presentation	Interactive exposure	Laboratory 13
14	Evaluating company's results	Interactive exposure	Laboratory 14
Bibliography		<ol style="list-style-type: none"> <li>1. Mathur U.C. (2008), <i>Business-to-Business Marketing</i>, New Age International (P) Ltd., New Delhi</li> <li>2. Kotler P. &amp; Keller K. L. (2006), <i>Marketing Management</i>, Twelfth edition, Pearson Education, New Jersey</li> <li>3. Proctor T. (2005), <i>Essentials of marketing Research</i>, Forth Edition, Prentice Hall, London</li> <li>4. Wilson R. M. S. &amp; Gilligan C. (2005), <i>Strategic Marketing Management</i>, Third Edition, Elsevier, London</li> <li>5. Kotler P. &amp; Amstrong G. (2008), <i>Principiile marketingului</i>, Ediția a IV-a, Editura Teora, București</li> </ol>	

### 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 the discipline to the labor, meetings were held with representatives from the business community.

### 10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation method	10.3 Percent from the end grade
10.4 Course 10.5 Seminar/lab activities	<ul style="list-style-type: none"> <li>• Ability to apply the learned specialized concepts;</li> <li>• Interest for study</li> <li>• Ability to work in team</li> <li>• Creativity</li> </ul>	Portfolio with the company's decisions and results	80%
	<ul style="list-style-type: none"> <li>• Ability to explain the decisions and the results</li> <li>• Ability to acquire the terminology</li> </ul>	Final exam – oral exam - Evaluating the company's results +	20 %



		questions out of the theory	
10.6. For the reexamination period the evaluation remains the same.			
10.7. Minimum performance standards			
<ul style="list-style-type: none"><li>Evaluating the fundamental concepts about management and marketing and putting these notions into practice.</li></ul>			

**Date**

**Course coordinator**  
Conf. Dr. Cristina FLEȘERIU

**Seminar coordinator**  
Conf. Dr. Cristina FLEȘERIU

**Date of approval**

**Head of department**  
Conferențiar univ. dr. Oana GICĂ