

# SYLLABUS <sup>1</sup>

**THIS COURSE UNIT IS TAUGHT IN ROMANIAN LANGUAGE**

## 1. Information about the program

1.1 Higher education institution	Politehnica University Timișoara
1.2 Faculty <sup>2</sup> / Department <sup>3</sup>	Faculty of Management in Production and Transportation / Management
1.3 Chair	—
1.4 Field of study (name/code <sup>4</sup> )	Administrative studies /10
1.5 Study cycle	Bachelor
1.6 Study program (name/code/qualification)	Public Administration / 10 / L4020105010

## 2. Information about the discipline

2.1 Name of discipline/ formative category <sup>5</sup>	Marketing				
2.2 Coordinator (holder) of course activities	Șl. dr. Șerban MICLEA				
2.3 Coordinator (holder) of applied activities <sup>6</sup>	Șl. dr. Șerban MICLEA				
2.4 Year of study <sup>7</sup>	2	2.5 Semester	3	2.6 Type of evaluation	E
				2.7 Type of discipline <sup>8</sup>	DS

## 3. Total estimated time – hours / semester: direct teaching activities (fully assisted or partly assisted) and individual training activities (unassisted) <sup>9</sup>

3.1 Number of fully assisted hours / week	4 of which:	3.2 course	2	3.3 seminar / laboratory / project	2
3.1* Total number of fully assisted hours / semester	56 of which:	3.2* course	28	3.3* seminar / laboratory / project	28
3.4 Number of hours partially assisted / week	- of which:	3.5 training	-	3.6 hours for diploma project elaboration	-
3.4* Total number of hours partially assisted / semester	- of which:	3.5* training	-	3.6* hours for diploma project elaboration	-
3.7 Number of hours of unassisted activities / week	4 of which:	additional documentary hours in the library, on the specialized electronic platforms and on the field			1
		hours of individual study after manual, course support, bibliography and notes			1
		training seminars / laboratories, homework and papers, portfolios and essays			2
3.7* Number of hours of unassisted activities / semester	56 of which:	additional documentary hours in the library, on the specialized electronic platforms and on the field			14
		hours of individual study after manual, course support, bibliography and notes			14
		training seminars / laboratories, homework and papers, portfolios and essays			28
3.8 Total hours / week <sup>10</sup>	8				
3.8* Total hours /semester	116				
3.9 Number of credits	4				

## 4. Prerequisites (where applicable)

4.1 Curriculum	• Basic Economics
4.2 Competencies	• Micro and macroeconomics

<sup>1</sup> The form corresponds to the Discipline File promoted by OMECTS 5703 / 18.12.2011 and to the requirements of the ARACIS Specific Standards valid from 01.10.2017.

<sup>2</sup> The name of the faculty which manages the educational curriculum to which the discipline belongs

<sup>3</sup> The name of the department entrusted with the discipline, and to which the course coordinator/holder belongs.

<sup>4</sup> The code provided in HG no.140 / 16.03.2017 or similar HGs updated annually shall be entered.

<sup>5</sup> Discipline falls under the educational curriculum in one of the following formative disciplines: Basic Discipline (DF), Domain Discipline (DD), Specialist Discipline (DS) or Complementary Discipline (DC).

<sup>6</sup> Application activities refer to: seminar (S) / laboratory (L) / project (P) / practice/training (Pr).

<sup>7</sup> Year of studies in which the discipline is provided in the curriculum.

<sup>8</sup> Discipline may have one of the following regimes: imposed discipline (DI), optional discipline (DO) or optional discipline (Df).

<sup>9</sup> The number of hours in the headings 3.1 \*, 3.2 \*, ..., 3.8 \* is obtained by multiplying by 14 (weeks) the number of hours in headings 3.1, 3.2, ..., 3.8. The information in sections 3.1, 3.4 and 3.7 is the verification keys used by ARACIS as: (3.1) + (3.4) ≥ 28 hours / wk. and (3.8) ≤ 40 hours / wk.

<sup>10</sup> The total number of hours / week is obtained by summing up the number of hours in points 3.1, 3.4 and 3.7.

## 5. Conditions (where applicable)

5.1 of the course	• Classroom, video projector, laptop, internet access, black/white board.
5.2 to conduct practical activities	• Classroom, video projector, laptop, internet access, black/white board.

## 6. Specific competencies acquired through this discipline

Specific competencies	<ul style="list-style-type: none"> <li>• (C1) The use of the concepts and fundamental principles of organization and functioning of the administrative structures for the professional insertion in public and / or private institutions.</li> <li>• (C4) Application of strategic instruments for institutional development.</li> <li>• (C5) Administration of specific activities in the field (respecting professional ethics and deontology).</li> </ul>
Professional competencies ascribed to the specific competencies	•
Transversal competencies ascribed to the specific competencies	•

## 7. Objectives of the discipline (based on the grid of specific competencies acquired - pct.6)

7.1 The general objective of the discipline	<ul style="list-style-type: none"> <li>• Knowledge, familiarity and understanding of the concept, tools and marketing practices, with an emphasis on training and developing the ability to analyze and synthesize the marketing environment of an organization.</li> </ul>
7.2 Specific objectives	<ul style="list-style-type: none"> <li>• Understanding the particularities of the marketing environment of organizations.</li> <li>• Explaining how to conduct market research to identify and solve a marketing problem.</li> <li>• Use of modern marketing methods and tools to adapt to market requirements and meet customer needs.</li> <li>• Development of communication skills and teamwork.</li> </ul>

## 8. Content <sup>11</sup>

8.1 Course	Number of hours	Teaching methods <sup>12</sup>
Basic marketing concepts	4	Lecture with PPT and / or video presentation, debates, explanations, examples of good practice.
Consumer behavior	2	
Marketing research	4	
Market segmentation	2	
The company's clients	2	
Product	2	
Price	2	
Placement	2	
Promotion	2	

<sup>11</sup> It details all the didactic activities foreseen in the curriculum (lectures and seminar themes, the list of laboratory works, the content of the stages of project preparation, the theme of each practice stage). The titles of the laboratory work carried out on the stands shall be accompanied by the notation "(\*)".

<sup>12</sup> Presentation of the teaching methods will include the use of new technologies (e-mail, personalized web page, electronic resources etc.).

Marketing Mix Strategies	4	
Marketing Plan	2	

#### Bibliography <sup>13</sup>

Izvercian, M. (2002): Elemente de marketing, Ed. Solness, Timisoara.

Kotler, Ph. & Keller, K.L. (2008): Managementul Marketingului, Ed. Teora, București.

Miclea, Ș. (2015). Cercetări privind activitățile de marketing la nivelul întreprinderilor mici și mijlocii (Seria Teze de Doctorat), Ed. Politehnica, Timișoara.

Tăroată, A., Tămășilă, M., Staicu, F., Rușet, V., Tăucean, I. (2010). Marketing Management; Ed. Politehnica; Timișoara.

Tion, M. (2006): Marketing - Studii de caz și aplicații, Ed. Solness, Timișoara.

8.2 Applied activities <sup>14</sup>	Number of hours	Teaching methods
Purchasing decision-making process (Case studies)	2	Case studies, explanations, examples and debates on good practices, exercises and applications.
Marketing environment analysis (PEST Analysis and SWOT Analysis)	4	
Marketing research (Creating a survey/questionnaire)	4	
Market segmentation (Case studies)	2	
Market share (Applications)	2	
Market capacity (Applications)	2	
Market saturation and penetration rate (Applications)	2	
Pricing methods (Applications)	2	
Carrying out and presenting a market study	8	

#### Bibliography <sup>15</sup>

Izvercian, M. (2002): Elemente de marketing, Ed. Solness, Timisoara.

Kotler, Ph. & Keller, K.L. (2008): Managementul Marketingului, Ed. Teora, București.

Miclea, Ș. (2015). Cercetări privind activitățile de marketing la nivelul întreprinderilor mici și mijlocii (Seria Teze de Doctorat), Ed. Politehnica, Timișoara.

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Tion, M. (2006): Marketing - Studii de caz și aplicații, Ed. Solness, Timișoara.

### 9. Corroboration of the content of the discipline with the expectations of the main representatives of the epistemic community, professional associations and employers in the field afferent to the program

- The content of the discipline is aligned with the problems and phenomena faced by companies (private or public) in Romania and the European Union, taking into account the requirements of employers and professional standards that graduates must meet to integrate into the labor market. Also, the discipline is provided in the curriculum of several universities in Romania and the European Union.

### 10. Evaluation

Type of activity	10.1 Evaluation criteria <sup>16</sup>	10.2 Evaluation methods	10.3 Share of the final grade
10.4 Course	Theoretical topics (short, medium and wide) and applications.	Written exam	60%
10.5 Applied activities	<b>S:</b> Development of a market study, tests, applications and active participation in seminars.	Presentation of the market study, written tests, solving applications and answers.	40%
	<b>L:</b>		
	<b>P<sup>17</sup>:</b>		
	<b>Pr:</b>		

<sup>13</sup> At least one title must belong to the discipline team and at least one title should refer to a reference work for discipline, national and international circulation, existing in the UPT library.

<sup>14</sup> Types of application activities are those specified in footnote 5. If the discipline contains several types of applicative activities then they are sequentially in the lines of the table below. The type of activity will be in a distinct line as: "Seminar:", "Laboratory:", "Project:" and / or "Practice/training".

<sup>15</sup> At least one title must belong to the discipline team.

<sup>16</sup> Syllabus must contain the procedure for assessing the discipline, specifying the criteria, methods and forms of assessment, as well as specifying the weightings assigned to them in the final grade. The evaluation criteria shall be formulated separately for each activity foreseen in the curriculum (course, seminar, laboratory, project). They will also refer to the forms of verification (homework, papers, etc.)

<sup>17</sup> In the case where the project is not a distinct discipline, this section also specifies how the outcome of the project evaluation makes the admission of the student conditional on the final assessment within the discipline.

**10.6** Minimum performance standard (minimum amount of knowledge necessary to pass the discipline and the way in which this knowledge is verified <sup>18)</sup>)

- The minimum grade to pass the course is 5 (five) and can be obtained if students assimilated the necessary information required to understand and apply basic marketing theoretical aspects. Compliance with the minimum standard is verified by both the ongoing seminar assessment and the final examination.

**Date of completion**

07.12.2020

**Course coordinator  
(signature)**

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**Coordinator of applied activities  
(signature)**

.....

**Head of Department  
(signature)**

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**Date of approval in the Faculty  
Council <sup>19)</sup>**

**Dean  
(signature)**

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<sup>18)</sup> It will not explain how the promotion mark is awarded.

<sup>19)</sup> The endorsement is preceded by the discussion of the board's view of the study program on the discipline record.