SYLLABUS [1]

THIS COURSE UNIT IS TAUGHT IN ROMANIAN LANGUAGE

1. Information about the program

1.1 Higher education institution	Politehnica University Timisoara
1.2 Faculty[2]/ Department [3]	Faculty of Management in Production and Transportation
1.3 Chair	–
1.4 Field of study (name/code[4])	Engineering and Management/230
1.5 Study cycle	Bachelor
1.6 Study program (name/code/qualification)	Engineering and Management/60/Engineer

2. Information about the discipline

2.1 Name of discipline/ formative category[5]	Marketing 1						
2.2 Coordinator (holder) of course activities	Assoc.prof. dr. eng. Larisa IVASCU						
2.3 Coordinator (holder) of applied activities[6]	Assoc.prof. dr. eng. Larisa IVASCU						
2.4 Year of study[7]	2	**2.5** Semester	4	**2.6** Type of evaluation	E	**2.7** Type of discipline[8]	DA

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

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			2
		training seminars / laboratories, homework and papers, portfolios and essays			1
3.7* Number of hours of unassisted activities / semester	45 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			14
3.8 Total hours / week [10]	7.2				
3.8* Total hours /semester	101				
3.9 Number of credits	4				

4. **Prerequisites** (where applicable)

4.1 Curriculum	• Basics of management, Mathematical statistics
4.2 Competencies	• Using computer (medium level)

[1] 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.
[2] The name of the faculty which manages the educational curriculum to which the discipline belongs
[3] The name of the department entrusted with the discipline, and to which the course coordinator/holder belongs.
[4] The code provided in HG no.140 / 16.03.2017 or similar HGs updated annually shall be entered.
[5] 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).
[6] Application activities refer to: seminar (S) / laboratory (L) / project (P) / practice/training (Pr).
[7] Year of studies in which the discipline is provided in the curriculum.
[8] Discipline may have one of the following regimes: imposed discipline (DI), optional discipline (DO) or optional discipline (Df).
[9] 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.
[10] The total number of hours / week is obtained by summing up the number of hours in points 3.1, 3.4 and 3.7.

	• Internet usage • Business environment assessment

5. Conditions (where applicable)

5.1 of the course	• course room, whiteboard, projector
5.2 to conduct practical activities	• seminar room, whiteboard, projector

6. Specific competencies acquired through this discipline

Specific competencies	• Elaboration and interpretation of technical, economic and managerial documentation. • Use of software applications and information technologies to solve specific engineering and management tasks.
Professional competencies ascribed to the specific competencies	• Apply, responsibly, the principles, norms and values of professional ethics in carrying out professional tasks and identifying the objectives to be achieved, the resources available, the stages of work, the execution times, the related deadlines and the related risks. • Identifying roles and responsibilities in a multidisciplinary team and applying effective relationship and work techniques within the team. • Identifying opportunities for continuous training and efficient use, for one's own development, of information sources and of communication resources and assisted professional training (Internet portals, specialized software applications, databases, online courses etc.) both in Romanian and in a language of international circulation.
Transversal competencies ascribed to the specific competencies	• Applying, responsibly, the principles, norms and values of professional ethics in performing professional tasks and identifying the objectives to be achieved, the resources available, the work stages, the execution times, the deadlines and the related risks; • Identifying roles and responsibilities in a multidisciplinary team and applying relationship techniques and efficient work within the team; • Identifying opportunities for continuous training and efficient use, for one's own development, of information sources and of communication and professional training resources.

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

7.1 The general objective of the discipline	• Marketing is a central element of a company's competitiveness in the digital age.
7.2 Specific objectives	• Adequate design, distribution and promotion of organizational products.

8. Content [11]

8.1 Course	Number of hours	Teaching methods [12]
Introductory notions related to the marketing concept Buyer's behavior. The purchasing decision process	2	Lecture, brainstorming, interaction
Explanatory factors and behavior model in buying products	2	
Market research. Elaboration of the marketing study or research	2	
Marketing Information System (SIM)	2	
Market. Notions about the market	2	
Sales forecast	2	

[11] 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 "(*)".
[12] Presentation of the teaching methods will include the use of new technologies (e-mail, personalized web page, electronic resources etc.).

The clientele of the enterprise. Industrial market	2	
Distribution market	2	
The notion of product	2	
Management of individual products	2	
Product range management	2	
Product life cycle and marketing strategies	2	
Launch of new products	2	

Bibliography [13]
Ivascu Larisa, Marketing, Eurobit Publishing, 2020.
Ivascu Larisa, Marketing – Applications and studies are the case, Eurobit Publishing, 2020.
Weise Sarah, InstaBrain: The New Rules for Marketing to Generation Z, 2019.
Kingsnorth Simon, Digital Marketing Strategy: An Integrated Approach to Online Marketing 2nd Edition, Kogan Page Publishing, 2019.

8.2 Applied activities [14]	Number of hours	Teaching methods
Evaluation of the internal and external environments of an enterprise	2	Debate Brainstorming Case Studies
The purchasing decision process - Case study	2	
Carrying out a market research. Interpretation, evaluation and analysis.	2	
Market segmentation - Market segmentation for product A, positioning and repositioning	2	
Product life cycle A	2	Debate
Market indicators: market share, saturation rate, penetration rate	4	Evaluation
Simulate using Entrepreneur BP (Business Plan), Entrepreneur SP (Strategic Plan), Entrepreneur MP (Marketing Plan)	4	Simulation
Assessing market opportunities. Launch of new products	2	Assessment
Realization and delivery of a "market study" project for product A	8	Project

Bibliography [15] Ivascu Larisa, Marketing, Eurobit Publishing, 2020.
Ivascu Larisa, Marketing – Applications and studies are the case, Eurobit Publishing, 2020.
Weise Sarah, InstaBrain: The New Rules for Marketing to Generation Z, 2019.
Kingsnorth Simon, Digital Marketing Strategy: An Integrated Approach to Online Marketing 2nd Edition, Kogan Page Publishing, 2019

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 adapted to the requirements of the business environment and presents clear directions for improving consumer behavior. Through constant research and evaluation of business environment requirements, the content is adapted and updated.

10. Evaluation

Type of activity	**10.1** Evaluation criteria [16]	**10.2** Evaluation methods	**10.3** Share of the final grade
10.4 Course	Elaboration and interpretation of marketing	Exam	66%

[13] 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.
[14] 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".
[15] At least one title must belong to the discipline team.
[16] 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.)

	documentation - Determining the needs of clients / beneficiaries necessary for technical and financial design at business level, for a given situation - Segmentation of the industrial market for the "products" of the systems economic sector, sales forecasts - Launching new products Necessary to develop projects that		
10.5 Applied activities	**S:**		
	L:		
	P[17]**:**		
	Pr: mastering the problem, the ability to identify consumer needs and the ability to use correctly methods and models of market evaluation and segmentation	Project presentation and support	34%
10.6 Minimum performance standard (minimum amount of knowledge necessary to pass the discipline and the way in which this knowledge is verified [18])			
• Solving, elaborating market studies and launching products			

Date of completion	**Course coordinator (signature)**	**Coordinator of applied activities (signature)**
	……	……
Head of Department (signature)	**Date of approval in the Faculty Council [19]**	**Dean (signature)**
……		……

[17] 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.
[18] It will not explain how the promotion mark is awarded.
[19] The endorsement is preceded by the discussion of the board's view of the study program on the discipline record.