

## SYLLABUS

### 1. Data about the program of study

1.1	Institution	The Technical University of Cluj-Napoca
1.2	Faculty	Faculty of Automation and Computer Science
1.3	Department	Automation
1.4	Field of study	System Engineering
1.5	Cycle of study	Bachelor of Science
1.6	Program of study/Qualification	Automation and Applied Informatics/ Engineer
1.7	Form of education	Full time
1.8	Subject code	E 52.10

### 2. Data about the subject

2.1	Subject name	Marketing									
2.2	Subject area	Marketing									
2.3	Course responsible/lecturer	Lect. dr. Veronica Maier									
2.4	Teachers in charge of seminars	-									
2.5	Year of study	IV	2.6	Semester	7	2.7	Assessment	Summative	2.8	Subject category	Elective

### 3. Estimated total time

3.1	Number of hours per week	2	3.2	of which, course:	2	3.3	applications:	-
3.4	Total hours in the curriculum	28	3.5	of which, course:	28	3.6	applications:	-
Individual study								hours
Manual, lecture material and notes, bibliography								6
Supplementary study in the library, online and in the field								8
Preparation for seminars/laboratory works, homework, reports, portfolios, essays								4
Tutoring								2
Exams and tests								2
Other activities								
3.7	Total hours of individual study			22				
3.8	Total hours per semester			50				
3.9	Number of credit points			2				

### 4. Pre-requisites (where appropriate)

4.1	Curriculum	Not the case
4.2	Competence	Not the case

### 5. Requirements (where appropriate)

5.1	For the course	The existence of multimedia equipment
5.2	For the applications	Not the case

## 6. Specific competences

Professional competences	<ul style="list-style-type: none"> <li>• Analyze the impact of each environmental factor on product market and marketing</li> <li>• Perform a strategic analysis needed in resource allocation decisions</li> <li>• Design the marketing plan for a product/brand</li> <li>• Describe the product market segments (size, behavior, preferred marketing mix, trends etc.)</li> <li>• Design a matrix of the appropriate marketing strategies for the product life cycle stages, as well as the list of possible product improvement, using benchmarking</li> <li>• Position a product comparing with its competitors</li> <li>• Propose the most appropriate marketing communication mix for the product</li> <li>• Use specific software in strategic analysis</li> <li>• Use the techniques of marketing research in the benefits of the company</li> </ul>
Cross competences	<ul style="list-style-type: none"> <li>• Demonstrate concern for the improvement of professional business results by taking part in a multidisciplinary team ;</li> <li>• Undertake involvement in research, such as documenting, developing of literature syntheses, scientific papers and articles;</li> <li>• Participate in projects with scientific character and demonstrate the ability to identify training opportunities for the future.</li> </ul>

## 7. Discipline objectives (as results from the key competences gained)

7.1	General objective	Understand, assimilate and use of basic marketing concepts, principles and techniques
7.2	Specific objectives	Understand the marketing orientation, the components of the marketing mix, the methods and techniques for collecting and processing marketing data, the strategic analysis determining the competitive advantage, the market segmentation and the buying decision criteria.

## 8. Contents

8.1. Lecture (syllabus)		Teaching methods	Notes
1.	Marketing role in companies and in society: to take part to the company growth through creation of a high value for customers; to make the company responsible on the long range to community, whole society and environment	<ul style="list-style-type: none"> <li>• multimedia presentation, interactivity by exemplifying the presented concepts,</li> <li>• using the questions-answer method during the course,</li> <li>• discussing case studies,</li> <li>• playing thematic strategy game,</li> <li>• interactive lectures;</li> <li>• presenting</li> </ul>	2h
2.	Marketing concepts (philosophy). The value chain and customer satisfaction		2h
3.	Company's marketing environment. Micro and macro environment: suppliers, interest groups, customers, economic, demographic, technologic, natural, legal, cultural environment		2h
4.	Marketing research: research plan, data collection; data analysis quantitative and qualitative techniques; experiments; research report. Marketing information systems		2h
5.	Marketing strategic planning: creating and maintaining the balance between the company objectives, resources and market opportunities. Methods of strategic analysis		2h
6.	Development of the company's marketing plan		
7.	Consumer behavior analysis: patterns of behavior		2h
8.	Buying decision process & Demand forecasting		2h
9.	Market segmentation. Criteria and methods of market segmentation		2h
10.	Product policy. Product life cycle. Researching and developing new products		2h

11.	Product strategies for the life cycle stages. Positioning strategies	marketing plan	2h
12.	Pricing. Pricing policy objectives. Pricing and legal constraints. Pricing policies: market penetration and market skimming		2h
13.	Product distribution. Choosing the distribution channels. Managing and controlling the distribution channels		2h
14.	Marketing communication. Communication process. Marketing communication mix: advertising,		2h
<b>Bibliography</b> <ol style="list-style-type: none"> <li>1. D. Catana, Gh. A. Catana, Fundamentals of Marketing, UTPRES, 2009</li> <li>2. Gh. A. Catana, A. Dobra Constantinescu, Marketing in powerpoint, UTPRES, 2004</li> <li>3. McDonald, The Marketing Book: A Marketing Plan for Your Business Made Easy Via Think / Do / Measure, 2019 Edition, Stanford Continuing Studies, Ed JM Internet</li> <li>4. Kotler Ph., Armstrong G., Saunders J., Wong V. - Principles of Marketing (17th Edition), Pearson, 2018</li> <li>5. Jason McDonald, MARKETING MADE EASY - Step by Step to a Marketing Plan for Your Business, CreateSpace Independent Publishing Platform, 2018</li> <li>6. Nedelea A. M. , Cercetarea de marketing, 2017, Ed. Economica</li> <li>7. David Meerman Scott -How to Use Content Marketing, Podcasting, Social Media, AI, Live Video, and Newsjacking to Reach Buyers Directly, 7-th edition, 2020, Ed John Wiley &amp; Sons Inc</li> <li>8. D. OGILVY, Confesiunile unui om de publicitate, 2009, ed Humnaitas</li> <li>9. D. Miller, Building a StoryBrand: Clarify Your Message So Customers Will Listen, 2017, HarperCollins Leadership;</li> <li>10. S. Godin, This is Marketing: You Can't Be Seen Until You Learn To See, 2018, Penguin</li> </ol>			

**9. Bridging course contents with the expectations of the representatives of the community, professional associations and employers in the field**

In order to provide the content for the lecture and establish the method of the teaching / learning process the professor organizes meetings with marketers, who speak to students about the needs and expectations of employers in the area.

**10. Evaluation**

Activity type	10.1 Assessment criteria	10.2 Assessment methods	10.3 Weight in the final grade
Course	The students have the opportunity to have a written exam based on open ended and closed questions, or an oral exam by presenting a marketing plan that they have developed for a real or fictional company in teams of max. 4 students	Written exam or oral exam	100%
Applications	-	-	-
10.4 Minimum standard of performance			
Requirement for the credits: N>5			

Date of filling in,

Teachers in charge of seminars  
Assist. Prof. Veronica Maier, PhD

Date of approval in the department

Head of department  
Prof. Eng. Vălean Honoriu Mugurel. PhD