

# SYLLABUS

## 1. Data about the program of study

1.1	Institution	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 52.1

## 2. Data about the subject

2.1	Subject name				Marketing						
2.2	Subject area				Marketing						
2.3	Course responsible/lecturer				Lecturer Veronica Maier, PhD <a href="mailto:veronica.maier@enm.utcluj.ro">veronica.maier@enm.utcluj.ro</a>						
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								8
Supplementary study in the library, online and in the field								8
Preparation for seminars/laboratory works, homework, reports, portfolios, essays								2
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	C6 Applying legislative, economic, business and quality assurance knowledge, in an economic and managerial context C6.1 Identifying methods and techniques of product evaluation, design elements, as well as principles of management, marketing and quality engineering, applicable in the engineering activities.
Cross competences	Capacity to work in an inter and pluri- disciplinary team Capacity to communicate efficiently and understand the professional and ethical responsibilities.

## 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. Elaborating a marketing plan that correlates product, price, placement and promotion strategies.

## 8. Contents

8.1. Lecture (syllabus)		Teaching methods	Notes
1.	Marketing role in companies and in society: value offered to customers; unique sales offer, corporate social responsibility, etc. Specific marketing activities	<ul style="list-style-type: none"> <li>Presentation - multimedia means, interactivity by problematizing the concepts analyzed during the course, synectics, strategic thematic game, exemplification, problematization, didactic exercise, case study, didactic film, formative evaluation</li> </ul>	2h
2.	The value chain and customer satisfaction		2h
3.	Marketing research: research plan, data collection; data analysis quantitative and qualitative techniques; experiments; research report. Marketing information systems		2h
4.	Company's marketing environment. Micro and macro environment: suppliers, interest groups, customers, economic, demographic, technologic, natural, legal, cultural environment		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.	Market segmentation criteria and methods		2h
8.	Customer behavior analysis: the persona model		2h
9.	Product Policy. Positioning map. Product life cycle.		2h
10.	Research and development of the new product. Innovation development methods		2h
11.	Product strategies depending on the stages of the life cycle. Product positioning strategies on the market		2h
12.	The price. The objectives of the price policy. Price policies: penetration and skimming pricing		2h
13.	Distribution of products. Choice of distribution channels. Management and control of distribution channels		2h
14.	Integrated marketing communication. The mechanisms of the communication process. Marketing communication mix: advertising, sales promotion, sales force, direct marketing,		2h

	public relations		
<b>Bibliography</b> <ol style="list-style-type: none"> <li>1. D. Catana, Gh. A. Catana, Fundamentals of Marketing, UTPRES, 2009</li> <li>2. 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>3. Constantinescu –Dobra Anca, Marketingul produselor cosmetice, 2015, Ed Alma Mater, Cluj-Napoca</li> <li>4. Mark Green, Linda Hoffman, Marketing principles, Lightning Source, 2023</li> <li>5. Donald Miller, J. J. Peterson, Marketingul simplificat, ACT SI POLITON, 2023</li> <li>6. Kotler Ph., Armstrong G., Saunders J., Wong V. - Principles of Marketing (17th Edition), Pearson, 2018</li> <li>7. Jason McDonald, MARKETING MADE EASY - Step by Step to a Marketing Plan for Your Business, CreateSpace Independent Publishing Platform, 2018</li> <li>8. Nedelea A. M. , Cercetarea de marketing, 2017, Ed. Economica</li> <li>9. 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>10. D. Ogilvy, Confesiunile unui om de publicitate, 2009, ed Humnaitas</li> <li>11. D. Miller, Building a StoryBrand: Clarify Your Message So Customers Will Listen, 2017, HarperCollins Leadership;</li> <li>12. S. Godin, This is Marketing: You Can't Be Seen Until You Learn To See, 2018, Penguin</li> </ol> <p><u>Virtual materials</u></p> <ol style="list-style-type: none"> <li>13. Constantinescu Anca, Marketing, 2023 <a href="http://www.marketing.utcluj.ro">www.marketing.utcluj.ro</a></li> </ol>			

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

The course will take into account the requirements and expectations of the business environment.

**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. 5 students	Written exam or oral exam	100%
Applications	-	-	-
10.4 Minimum standard of performance			
<p>Requirement for the credits: N&gt;5</p> <p>For grade 5, students must know the following: description of the marketing mix, description of the communication mix, how to apply the SWOT analysis, BCG matrix, competitor analysis, making a positioning map for a product/application, setting the price based on the cost plus method and the margin method</p>			

Date of filling in, June 2023

Teachers in charge of seminars  
Lecturer Veronica Maier, PhD

Date of approval in the department, July 2023

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

Date of approval by the Faculty Council

Dean  
Prof.dr.ing. Liviu Cristian MICLEA

