

SYLLABUS

1. Data about the program of study

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| 1.1 Institution | Technical University of Cluj-Napoca |
| 1.2 Faculty | Faculty of Automation and Computer Science |
| 1.3 Department | Computer Science |
| 1.4 Field of study | Computer Science and Information Technology |
| 1.5 Cycle of study | Bachelor of Science |
| 1.6 Program of study / Qualification | Computer science / Engineer |
| 1.7 Form of education | Full time |
| 1.8 Subject code | 49.10 |

2. Data about the subject

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|------------------------------------|---|--------------|---|----------------|-----------|----------------------|----------|
| 2.1 Subject name | Marketing | | | | | | |
| 2.2 Subject area | Marketing | | | | | | |
| 2.3 Course responsible /lecturer | Lecturer Veronica Maier, PhD - veronica.maier@enm.utcluj.ro | | | | | | |
| 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)

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|-----|------------|--------------|
| 4.1 | Curriculum | Not the case |
| 4.2 | Competence | Not the case |

5. Requirements (where appropriate)

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

6. Specific competences

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| 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 efficient and understand the professional and ethical responsibilities. |

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

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|-----|---------------------|--|
| 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 |
|---|---|-------|
| 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"> 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 | 2h |
| The value chain and customer satisfaction | | 2h |
| Marketing research: research plan, data collection; data analysis quantitative and qualitative techniques; experiments; research report. Marketing information systems | | 2h |
| Company's marketing environment. Micro and macro environment: suppliers, interest groups, customers, economic, demographic, technologic, natural, legal, cultural environment | | 2h |
| Marketing strategic planning: creating and maintaining the balance between the company objectives, resources and market opportunities. Methods of strategic analysis | | 2h |
| Development of the company's marketing plan | | |
| Market segmentation criteria and methods | | 2h |
| Customer behavior analysis: the persona model | | 2h |
| Product Policy. Positioning map. Product life cycle. | | 2h |
| Research and development of the new product. Innovation development methods | | 2h |
| Product strategies depending on the stages of the life cycle. Product positioning strategies on the market | | 2h |
| The price. The objectives of the price policy. Price policies: penetration and skimming pricing | | 2h |
| Distribution of products. Choice of distribution channels. Management and control of distribution channels | | 2h |
| Integrated marketing communication. The mechanisms of the communication process. Marketing communication mix: advertising, sales promotion, sales force, direct marketing, public relations | | 2h |
| Bibliography <ol style="list-style-type: none"> D. Catana, Gh. A. Catana, Fundamentals of Marketing, UTPRES, 2009 McDonald, The Marketing Book: A Marketing Plan for Your Business Made Easy Via Think / Do / Measure, Constantinescu –Dobra Anca, Marketingul produselor cosmetice, 2015, Ed Alma Mater, Cluj-Napoca Mark Green, Linda Hoffman, Marketing principles, Lightning Source, 2023 Donald Miller, J. J. Peterson, Marketingul simplificat, ACT SI POLITON, 2023 Kotler Ph., Armstrong G., Saunders J., Wong V. - Principles of Marketing (17th Edition), Pearson, 2018 Jason McDonald, MARKETING MADE EASY - Step by Step to a Marketing Plan for Your Business, CreateSpace Independent Publishing Platform, 2018 Nedelea A. M., Cercetarea de marketing, 2017, Ed. Economica | | |

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 & Sons Inc
 10. D. Ogilvy, Confesiunile unui om de publicitate, 2009, ed Humnaitas
 11. D. Miller, Building a StoryBrand: Clarify Your Message So Customers Will Listen, 2017, HarperCollins Leadership;
 12. S. Godin, This is Marketing: You Can't Be Seen Until You Learn To See, 2018, Penguin
- Virtual materials:* Constantinescu Anca, Marketing, 2023 www.marketing.utcluj.ro

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

Requirement for the credits: N>5

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

| Date of filling in: | Teachers | Title First name Last name | Signature |
|---------------------|--------------|------------------------------|-----------|
| 07.06.2024 | Course | Lecturer Veronica Maier, PhD | |
| | Applications | - | |

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| Date of approval in the department 20.02.2024 | Head of department, Prof.dr.eng. Rodica Potolea |
| Date of approval in the Faculty Council 22.02.2024 | Dean, Prof.dr.eng. Mihaela Dînşoreanu |

