

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	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

2.Data about the subject

2.1 Subject name	Marketing			Subject code	49.1
2.2 Course responsible / lecturer	Lecturer Maier Veronica, PhD - veronica.maier@enm.utcluj.ro				
2.3 Teachers in charge of seminars / Laboratory/project	-				
2.4 Year of study	IV	2.5 Semester	7	2.6 Type of assessment (E - exam, C - colloquium, V – verification)	C
2.7 Subject category	Formative category: DF – fundamental, DS – specialty, DC – complementary				DC
	Optionality: DOB – mandatory, DOP – optional (alternative), DFA – optional (free choice)				DOB

3.Estimated total time

3.1 Number of hours per week	2	of which, course:	2	applications:	-
3.2 Total hours in the curriculum	28	of which, course:	28	applications:	
a) Individual study					hours
b) Manual, lecture material, and notes, bibliography					8
c) Supplementary study in the library, online, and in the field					8
d) Preparation for seminars/laboratory work, homework, reports, portfolios, essays					2
e) Tutoring					2
f) Exams and tests					2
g) Other activities					
3.3 Total hours of individual study	22				
3.4 Total hours per semester	50				
3.5 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

6.1 Professional competences	• Conduct marketing research and analyse customer needs, market segments, consumer behaviour, and relevant market opportunities to support marketing decisions. • Analyse the internal and external marketing environment and apply strategic analysis methods to identify market opportunities and support strategic marketing planning. • Develop marketing plans and appropriate marketing strategies related to segmentation, positioning, product, pricing, distribution, and integrated marketing communication.
6.2 Cross competences	• Think analytically and critically when evaluating marketing information and decisions. • Work effectively and responsibly in teams. • Apply ethical and responsible principles in marketing activities.

7. Expected Learning Outcomes

Knowledge	Upon completion of the course, the student will be able to: • define and explain fundamental marketing concepts and principles, including customer value, customer satisfaction, and the marketing mix; • describe the role of marketing research and the main quantitative and qualitative methods of data collection and analysis; • explain the components of the micro- and macro-marketing environment and their influence on company decisions; • identify the main tools used for strategic analysis, market segmentation, and positioning; • describe product, pricing, distribution, and integrated marketing communication policies.
Skills	Upon completion of the course, the student will be able to: • use methods for collecting, analysing, and interpreting marketing data; • analyse the marketing environment, market, and competition... • apply market segmentation methods... • conduct positioning analyses... • integrate product, pricing, distribution, and communication strategies into a coherent marketing plan.
Responsibilities and autonomy	Upon completion of the course, the student will be able to: • justify marketing decisions based on data, company objectives, and customer needs; • take responsibility for individual contributions and collaborative teamwork; • apply principles of responsible marketing, professional ethics, and sustainability; • demonstrate autonomy in selecting analytical tools and formulating marketing recommendations; • communicate analysis results and strategic proposals clearly and effectively.

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

8.1 General objective	Understand, acquire, and apply fundamental marketing concepts, principles, and techniques.
8.2 Specific objectives	• Understanding and applying the marketing orientation; • Developing strategies related to the marketing mix; • Applying methods and techniques for collecting and analysing marketing data; • Conducting strategic analysis and identifying competitive advantages; • Applying market segmentation techniques; • Analysing customer buying decision criteria; • Developing a marketing plan integrating product, pricing, distribution, and promotion strategies.

9. Contents

9.1 Lecture (syllabus)	Teaching methods	Notes
The role of marketing in large, medium-sized and small companies, as well as in society: customer value, unique selling proposition, and long-term responsible marketing towards the community, society and the environment. Marketing-specific activities.	Multimedia presentations; interactive teaching through discussion and problem-solving based on the concepts addressed during the course; synectics; thematic strategy games; examples and practical applications; didactic exercises; case studies; educational videos; formative assessment.	2h
Value chain and customer satisfaction.		2h
Marketing research: data collection techniques; quantitative and qualitative methods of data analysis; experimental methods; marketing research report.		4h
Analysis of the company's marketing environment. Marketing microenvironment and macroenvironment: suppliers, stakeholders, customers, and the economic, demographic, technological, environmental, legal and cultural environment.		2h
Strategic marketing planning: creating and maintaining a balance between the company's objectives, resources and market opportunities. Methods of strategic analysis.		2h
Development of the company's marketing plan.		2h
Market segmentation: market segmentation criteria and methods.		2h
Customer behaviour analysis: the customer persona model.		2h
Product policy: positioning map and product life cycle.		2h
New product research and development. Methods for fostering innovation.		2h
Product strategies according to the stages of the product life cycle. Product positioning strategies.		2h
Pricing: pricing policy objectives; market penetration and market skimming strategies.		2h
Product distribution: selection of distribution channels; management and control of distribution channels.		2h
Integrated marketing communication: mechanisms of the communication process; marketing communication mix: advertising, sales promotion, personal selling, direct marketing and public relations.		2h
Bibliography:		
1. Constantinescu A., Anastasiu L., Bodi Ș., Câmpean E., Cîrstea Ș., Coțiu M. A., Lobonțiu G., Maier V., De la idee la afacere: Drumul antreprenorial al unui inginer, Editura UT Press, Cluj-Napoca, 2023, ISBN 978-606-737-671-5, cap. 7 Strategia de MK, p.123-141 (152 total -19 p. ACD), tiraj 100 ex., https://biblioteca.utcluj.ro/files/carti-online-cu-coperta/783-5.pdf 2. Constantinescu A., Maier V., Lobontiu G., Anastasiu L., Coțiu M. A., Cîrstea Ș, Bodi Ș., Câmpean E, Meza S., Sechel I. Metode antreprenoriale pentru domeniul tehnic. Managementul creșterii unei firme mici, Editura UT Press, Cluj-Napoca, 2024, 220 p. ISBN 978-606-737-736-1, https://biblioteca.utcluj.ro/files/carti-online-cu-coperta/785-9.pdf 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 4. Kotler Ph., Marketing 7.0-A Guide for Thinking Marketers in t he Age of AI, John Wiley & Sons, 2026 5. D. OGILVY, Confesiunile unui om de publicitate, 2009, ed Humnaitas 6. S. Godin, This is Marketing: You Can’t Be Seen Until You Learn To See, 2018, Penguin		
Virtual materials		
1. Maier Veronica, Marketing course, 2026, Teams		

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

The course takes into consideration the requirements and expectations of the business environment.

11. Evaluation

Activity type	Assessment criteria	Assessment methods	Weight in the final grade
Course	Students answer open-ended and closed-ended questions and actively participate throughout the course. Continuous assessment is carried out during the semester through periodic in-class tests. At the end of the course, students will work in teams of up to five to develop a marketing plan for their own business idea.	Oral / Written Written examination, periodic in-class tests, and continuous assessment of student participation.	100%
Applications	-	-	-
Minimum standard of performance: Requirement for the credits: N>5 To obtain the minimum passing grade (5), students must demonstrate knowledge of the following: the marketing mix and the marketing communication mix; application of SWOT analysis, BCG analysis, and competitor analysis; development of a positioning map for a product/application; and price determination using the cost-plus and margin-based pricing methods.			

Date of filling in:	Responsible	Title First name Last name	Signature
	Course	Lecturer PhD. Veronica MAIER	
	Applications	-	

Date of approval in the department	Head of department, Prof.dr.eng. Rodica Potolea
Date of approval in the Faculty Council	Dean, Prof.dr.eng. Vlad Mureşan