

CURRICULUM

beginning with the academic year 2016-2017

UNIVERSITY OF ORADEA

FACULTY OF ECONOMIC SCIENCES

Bachelor's degree program: **MARKETING**

Fundamental field: **ECONOMIC SCIENCES**

Undergraduate field: **MARKETING**

Duration of studies / no. of credits: **3 years / 180 credits**

Type of education: **distance learning (ID)**

1. THE MISSION OF THE PROGRAM STUDY/SPECIALIZATION MARKETING

The mission of the Bachelor's Degree Program in **Marketing** is to create market leaders, both by training graduates who have the necessary general competences for developing marketing activities in companies, who can create value and can bring their effort in gaining competitive advantage on the market, and also by providing companies knowledge and know-how resources, necessary to satisfy the clients' needs and expectations in raising their competitiveness and profitability, and the gaining of the leader position on the market.

2. THE OBJECTIVES OF THE PROGRAM OF STUDIES / SPECIALIZATION MARKETING

To train graduates ready to work in organizations (companies, institutions and non-profit organizations) in the context of the knowledge society, of the Romanian, European, and World market, being able to focus both on resources and on the market and clients' needs, being able to maximize the marketing performances, to gain a competitive advantage by using technologies, to facilitate the communication, the interactions and the relationships with the clients and the business partners, to improve the business processes, communication and sale; graduates equipped with the necessary competences for carrying out thorough market, social, and economic environment research, having entrepreneurial skills to exploit market opportunities.

To train entrepreneurs able to identify and capitalize market opportunities, to initiate business, to build up teams and organizations, to develop and to promote new products and values that satisfy the clients and the society's needs.

To facilitate marketing learning, educational and research processes of the students, graduates, members of the academic community and of the individuals and organizations from organizational environments, institutional and business.

To create and continuously develop a community of persons and organizations in the Romanian and European economic, social, and business environments, who wish to develop abilities and competences in marketing.

To develop a knowledge resource base including theories, concepts, techniques, tools, and models of good practice, results of the markets' and business environment's researches, to stimulate scientific research in the field of marketing and of the Romanian, European, and world economic and social environment.

To contribute to the graduates' integration on the labour market, in organizations and communities, in the future Romanian and European society.

To promote principles, values, and good practices of the marketing as an economic and social knowledge and practice domain.

3. COMPETENCES ACQUIRED BY GRADUATES AT THE END OF STUDIES

Professional competences

1. Using properly marketing concepts, methods, techniques, and tools;
2. Using tools and computer applications in the marketing activities;
3. Gathering, analyzing, and interpreting of marketing information regarding an organization and its environment;
4. Foundation and development of the marketing mix;
5. Using sales techniques;
6. Organizing marketing activities in organizations.

Transversal competences

1. Applying professional ethics' principles, norms, and values in their own thorough, efficient, and responsible work strategy;
2. Identifying roles and responsibilities in a multi-specialized team and applying networking techniques and effective team work;
3. Identifying continuous development opportunities and efficient capitalization of the resources and learning techniques for own development.

4. FINALITIES

Graduation Title: Bachelor's Degree in Economics

Qualification Title: Marketing

Qualification Code: L070080010

Possible jobs for the graduate with Bachelor's Degree, according to "Classification of Occupations in Romania" – ISCO – 08 (COR):

Insurance Sales Advisor- 241604; Exhibitions and Fairs Organizer – 241911; Marketing Specialist – 241921; Counsellor/Expert/Inspector/Clerk/Economist in Trade and Marketing – 244104; Specialist in Public Relations – 244701; Marketing Referent – 244703.

New jobs proposed to be included in COR:

Promoter, Designer Products' Exhibition Spaces, Designer Promotional Material, Web-designer, Assistant Product Manager, Media Planner, Sales Consultant, Foreign Trade Referent (academic studies), Domestic Trade Referent (academic studies), Sales Agent (academic studies), Assistant in Public Relations and Communication (academic studies), Interview Operator (academic studies), Assistant Brand Manager (academic studies), Agreement and Purchase Agent (academic studies)

CURRICULUM **
Year of study I

Code	Disciplines*	Type	Sem. I [hours / week]				Total of hours / sem.	Type of Exami- nation	Cre- dits	IS [hours / sem.]	Condi- tioning
			SI	AT	TC	AA					
MANDATORY DISCIPLINES											
FSTEID-0028	Microeconomics	FD	28	4	10	-	42	Ex	5	98	
FSTEID-0131	Basics of Accounting	FD	28	4	10	-	42	Ex	5	98	
FSTEID-0165	Economic Statistics	FD	28	4	10	-	42	Ex	5	98	
FSTEID-0157	Economic Informatics	FD	28	-	-	14	42	Ex	5	98	
FSTEID-0647	Financial and actuarial mathematics	FD	14	4	10	-	28	Cv	4	84	
FSTEID-0598	Marketing Applicative Programmes	SD	14	4	10	-	28	Cv	2	28	
FSTEID-0668	Introduction in Research Methodology	UO	14	4	10	-	28	Cv	1	0	
FSTEID-0523	Foreign Language for Business I.1	FD	14	4	10	-	28	Cv	3	56	
TOTAL			168	28	70	14	280		30	560	
FSTEID-0615	Physical Education I.1	CD	-	-	-	14	14	Vp	1	14	

Code	Disciplines*	Type	Sem. II [hours / week]				Total of hours / sem.	Type of Exami- nation	Cre- dits	IS [hours / sem.]	Condi- tioning
			SI	AT	TC	AA					
MANDATORY DISCIPLINES											
FSTEID-0025	Macroeconomics	FD	28	4	10	-	42	Ex	5	98	
FSTEID-0205	Management	FD	28	4	10	-	42	Ex	5	98	
FSTEID-0241	Marketing	FD	28	4	10	-	42	Ex	5	98	
FSTEID-0007	Law	FD	14	4	10	-	28	Cv	4	84	
FSTEID-0490	Contemporary Economic Doctrines	FD	28	4	10	-	42	Cv	5	98	
FSTEID-0235	Consumer Behaviour	SD	28	4	10	-	42	Ex	3	42	
FSTEID-0524	Foreign Language for Business I.2	CD	14	8	20	-	42	Cv	3	42	
TOTAL			168	32	80	-	280		30	560	
FSTEID-0616	Physical Education I.2	CD	-	-	-	14	14	Vp	1	14	

Legend: C - Course; S - Seminar; L - Practical (laboratory); P - Project; IS - Individual Study;
GD - General Discipline; FD - Fundamental Discipline; SD - Specialized Discipline; CD - Complementary Discipline; FD - Field Discipline; DP - Practical Activities; UO - University Choice;
Type of Examination - Verification Form, Ex. - examination; Cv. - Colloquium, Vp. - Continuous Assessment, Pr - Project; A/R- Passed/Failed; Credits - number of ECTS credits; IS - Individual study.
IS - Individual Study, AT -seminars, TC - tutor assisted activities, AA- face-to-face activities.

Head of departament ,
Associate Professor Dr. Maria-Madela ABRUDAN

RECTOR,
Professor Dr. Constantin BUNGĂU

DEAN,
Associate Professor Dr. Adriana GIURGIU

CURRICULUM **
Year of study II

Code	Disciplines*	Type	Sem. III [hours / week]				Total of hours / sem.	Type of Exami- nation	Cred- its	IS [hours / sem.]	Condi- tioning
			SI	AT	TC	AA					
MANDATORY DISCIPLINES											
FSTEID-0066	Public Finances	FD	28	4	10	-	42	Ex	5	98	
FSTEID-0170	European Economics	FD	28	4	10	-	42	Ex	4	70	
FSTEID-0662	Firm Finances	UO	28	4	10	-	42	Ex	5	98	
FSTEID-0657	Marketing Informational Systems	SD	28	-	-	14	42	Cv	4	70	
FSTEID-0248	Services Marketing	SD	28	4	10	-	42	Ex	5	98	
FSTEID-0525	Foreign Language for Business I.3	CD	14	4	10	-	28	Cv	3	56	
TOTAL			154	20	50	14	238		26	490	
OPTIONAL DISCIPLINES											
FSTEID-0655	Marketing Simulations	SD	14	8	20	-	42	Cv	4	70	
FSTEID-0508	Marketing Information Analysis	SD	14	8	20	-	42	Cv	4	70	
TOTAL			14	8	20	-	42		4	70	
FSTEID-0617	Physical Education I.3	CD	-	-	-	14	14	Vp	1	14	
ELECTIVE DISCIPLINES											
FSTEID-0478	Foreign Language for Business II.1	CD	14	8	20	-	42	Cv	4	70	
FSTEID-0669	Social Media Marketing	UO	14	-	-	28	42	Cv	4	70	
FSTEID-0158	Systems of Data Administration	UO	28	-	-	28	56	Cv	3	28	

Code	Disciplines*	Type	Sem. IV [hours / week]				Total of hours / sem.	Type of Exami- nation	Cred- its	IS [hours / sem.]	Condi- tioning
			SI	AT	TC	AA					
MANDATORY DISCIPLINES											
FSTEID-0172	World Economy	UO	28	4	10	-	42	Ex	5	98	
FSTEID-0198	International Transactions	UO	28	4	10	-	42	Ex	6	126	
FSTEID-0520	Marketing of Small Businesses	SD	28	4	10	-	42	Ex	6	126	
FSTEID-0153	Data Bases Applied in Marketing	SD	14	-	-	14	28	Cv	5	112	
FSTEID-0445	Practice	SD	-	-	-	84	84	Cv	3	0	
TOTAL			98	12	30	98	238		25	462	
OPTIONAL DISCIPLINES											
FSTEID-0510	Marketing of Agricultural and Food Products	SD	28	4	10	-	42	Cv	5	98	
FSTEID-0511	Sales Force Management	SD	28	4	10	-	42	Cv	5	98	
TOTAL			28	4	10	-	42		5	98	
FSTEID-0618	Physical Education I.4	CD	-	-	-	14	14	Vp	1	14	
ELECTIVE DISCIPLINES											
FSTEID-0479	Foreign Language for Business II.2	CD	14	8	20	-	42	Cv	6	126	
FSTEID-0648	Multimedia	UO	14	-	-	28	42	Vp	3	42	
FSTEID-0665	Supply Chain Excellence	UO	14	4	10	-	28	Cv	3	56	
FSTEID-0659	The Marketing of Social Economy Structures	UO	28	4	10	-	42	Cv	3	42	

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Year of study III

Code	Disciplines*	Type	Sem. V [hours / week]				Total of hours / sem.	Type of Exami- nation	Cre- dits	IS [hours / sem.]	Condi- tioning
			SI	AT	TC	AA					
MANDATORY DISCIPLINES											
FSTEID-0658	Distribution and Merchandising	SD	28	4	10	-	42	Ex	4	70	
FSTEID-0234	Marketing Research	SD	28	4	10	-	42	Ex	5	98	
FSTEID-0243	Direct Marketing	SD	28	4	10	-	42	Ex	4	70	
FSTEID-0122	Selling Techniques	SD	14	8	20	-	42	Cv	4	70	
FSTEID-0701	Merchandise Logistics	SD	28	4	10	-	42	Ex	4	70	
FSTEID-0255	Marketing Projects	SD	-	-	-	28	28	Cv	4	84	
TOTAL			126	24	60	28	238		25	462	
OPTIONAL DISCIPLINES											
FSTEID-0700	Business to Business Marketing	SD	28	4	10	-	42	Cv	5	98	
FSTEID-0247	Non-profit Organization Marketing	SD	28	4	10	-	42	Cv	5	98	
TOTAL			28	4	10	-	42		5	98	
ELECTIVE DISCIPLINES											
FSTEID-0562	Commercial Correspondence in Foreign Language II.1	CD	14	4	10	-	28	Cv	3	56	
FSTEID-0666	Google Tools for Business	UO	14	4	10	-	28	Cv	3	56	
FSTEID-0670	Educational Marketing	UO	28	4	10	-	42	Cv	3	42	

Code	Disciplines*	Type	Sem. VI [hours / week]				Total of hours / sem.	Type of Exami- nation	Cre- dits	IS [hours / sem.]	Condi- tioning
			SI	AT	TC	AA					
MANDATORY DISCIPLINES											
FSTEID-0264	Promotion Techniques	SD	28	4	10	-	42	Ex	4	70	
FSTEID-0245	International Marketing	SD	28	8	20	-	56	Ex	5	84	
FSTEID-0656	Cybermarketing	SD	28	8	20	-	56	Ex	4	56	
FSTEID-0509	Public Relations	SD	28	4	10	-	42	Ex	3	42	
FSTEID-0650	Research on Bachelor's Thesis Writing	SD	-	4	10	28	42	Vp	10	238	
TOTAL			112	28	70	28	238		26	490	
OPTIONAL DISCIPLINES											
FSTEID-0521	Trade Management	SD	14	8	20	-	42	Cv	4	70	
FSTEID-0338	Tourism Marketing	SD	14	8	20	-	42	Cv	4	70	
TOTAL			14	8	20	-	42		4	70	
ELECTIVE DISCIPLINES											
FSTEID-0563	Commercial Correspondence in Foreign Language II.2	CD	14	4	10	-	28	Cv	3	56	
FSTEID-0667	Dress Code and Behaviour in Business	UO	14	4	10	-	28	Cv	3	56	

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Bachelor's degree program: **MARKETING**

Fundamental field: **ECONOMIC SCIENCES**

Undergraduate field: **MARKETING**

Duration of studies / no. of credits: **3 years / 180 credits**

Type of education: **distance learning (ID)**

Valid from academic year

2016-2017

Beginning with 1st year of study

I. REQUIREMENTS FOR BACHELOR DIPLOMA

Number of credits, according to the legislation: 180

162 credits for mandatory disciplines (including the credits pertaining to *Practice* and excluding the credits for *Physical Education*);

18 credits for mandatory optional disciplines;

3 credits for practice included in the number of those allotted to mandatory disciplines in point 1 and point 2;

10 credits for Final Bachelor's Degree Thesis Writing (included in the number of those allotted to mandatory disciplines in point 1);

4 credits for Physical Education I ÷ IV, supplementary to those allotted to mandatory disciplines in point 1 and point 2;

10 credits the Bachelor's Degree Examination, supplementary to those allotted to mandatory disciplines in point 1 and point 2; , divided as such:

- 5 credits for the "Fundamental and Specialty Knowledge" exam.

- 5 credits for the "Presentation of Final Bachelor's Degree Thesis".

II. ACADEMIC YEAR STRUCTURE (in number of weeks)

Year	Academic activities		Sessions of exams					Practice* Winter	Holiday		
	sem. I	sem. II	Winter	Winter failed exams	Sumer	Summer failed exams	Fall failed exams		Winter	Spring	Summer
Year I	14	14	3	1	3	1	2	-	3	1	10
Year II	14	14	3	1	3	1	2	3	3	1	10
Year III	14	14	3	1	3	1	2	-	3	1	10

*Practice is organized based on syllabi drafted by departments and adopted by the Council of the Faculty. Practice takes place in the faculty's laboratories and specialised economic entities, based on practice agreements.

III. NUMBER OF WEEKLY HOURS AT MANDATORY (IMPOSED AND OPTIONAL) DISCIPLINES: 1680

YEAR	SEMESTER I	SEMESTER II
Year I	21	21
Year II	21	21
Year III	20	20

No	Discipline	Number of hours			Total		RAQAHE/ARACIS Standard [min / max. %]
		Year I	Year II	Year III	Hours	%	
1.	Mandatory	560	476	476	1512	90,00	80 - 90
2.	Optional	0	84	84	168	10,00	10 - 20
TOTAL		560	560	560	1680	100,00	100
3.	Physical Education I/1,2,3,4	28	28	0	56		
4.	Facultative	0	294	154	448		

No	Discipline	Number of hours			Total		RAQAHE/ARACIS Standard [min / max. %]
		Year I	Year II	Year III	Hours	%	
1.	Fundamental	420	84	0	504	30,00%	25 - 30
2.	Domain/Specialty (DD/DS)	112	350	560	1022	60,83%	70 - 60
2.1	Domain (DD)	-	-	-	-	-	
2.2	Specialty (DS)	112	350	560	1022	60,83%	70 - 60
	from which:						
2.2.1	Bachelor's Thesis project - PL	0	0	42	42	4,11%	min. 3
2.2.2	Complementary - DC	42	28	0	70	6,85%	5 - 10
3.	University choice/option - OU	28	126	0	154	9,17%	0-15
TOTAL			560	560	560	1680	100%

IV. THE WEIGHT OF THE DISCIPLINES BELONGING TO THE COMPULSORY + ELECTIVE CATEGORIES:

Total number of hours (including Physical Education and facultative):		1680 + 56 + 448 = 2184
Total number of hours (excluding Physical Education and facultative):		1680
out of which:		
- Total number of course hours:	896	
- Total number of applications:	784	
- The ratio number of weekly hours of course/applications:	1 / 0.88	
- Hours allotted to compulsory disciplines (% of total):	90%	=1512/1680
- Hours allotted to optional disciplines (% of total):	10%	=168/1680
- Hours allotted to fundamental disciplines (% of total):	30.00%	=504/1680
- Hours allotted to in the field and specialty disciplines (% of total):	60.83%	=1022/1680
out of which		
- Hours allotted to complementary disciplines (% of IFD+SDI):	6.85%	=70/1022
-The total ratio of hours of course/total hours of applications	1/0.88	=896/784
- Hours allotted to Bachelor's Thesis project (<i>Bachelor's Thesis Writing</i> 42 hrs. <i>Methodology and Research on Bachelor's Thesis Writing</i>) – BP,		
• The weight of hours allotted to Bachelor's Thesis project in the Curriculum (mandatory + optional):	2.50%	=42/1680
• The weight of hours allotted to Bachelors Thesis project in IFD+SD hours (mandatory + optional):	4.11%	=42/1022
- Hours allotted to disciplines at university choice/option (% of total):	9.17%	=154/1680
- The weight of practice in the Curriculum (mandatory + optional):	5%	=84/1680
- Ratio Exams/Colloquiums and Continuous Assessment = 23 Ex / 17 Cv and 5Vp	1 / 0.96	

Total number of credits: 180

- Credits pertaining to fundamental disciplines of the total of compulsory credits:	60
- Credits pertaining to specialty disciplines of the total number of compulsory credits:	114
- Credits pertaining to complementary disciplines of the total number of compulsory credits:	6

V. THE FLEXIBILITY OF EDUCATIONAL PROCESS

The flexibility of the study programme is ensured by elective and facultative disciplines. The elective disciplines are proposed for semesters 1-6/8/12 and are grouped in sets/packages. From each set of elective disciplines, the student chooses one that turns compulsory. This activity takes place before the beginning of the academic year which includes semesters containing disciplines or packages of elective disciplines.

VI. BACHELOR DEGREE'S EXAM:

1. Communication of the topic of the diploma thesis: semester 4;
2. Final bachelor's degree thesis writing: semesters 5 and 6;
3. Presentation of the final bachelor's degree thesis: month July/September.

VII. A CREDIT POINT REQUIRES A TOTAL OF 28 HOURS/SEMESTER OF TEACHING AND LEARNING ACTIVITIES.

VIII. DISTRIBUTION OF CREDITS ACCORDING TO COMPETENCES (TABLES NRQHE /ARACIS - Grid 1 *)

No.	Discipline**	Sem.	Number of credits	Professional Competences						Transversal Competences		
				C1	C2	C3	C4	C5	C6	CT1	CT2	CT3
1.	Microeconomics	I	5	2		1		1		0,5	0,5	
2.	Basics of Accounting	I	5			2		2	1			
3.	Economic Statistics	I	5	1	1	2		1				
4.	Economic Informatics	I	5		3,5					0,5	0,5	0,5
5.	Financial and actuarial mathematics	I	4	3						0,5		0,5
6.	Marketing Applicative Programmes	I	2		2							
7.	Introduction in Research Methodology	I	1	0,5						0,5		
8.	Foreign Language for Business I.1	I	3			1		1			0,5	0,5
9.	Physical Education I.1	I	1							1		
10.	Macroeconomics	II	5	3		2						
11.	Management	II	5			2			3			
12.	Marketing	II	5	1		2	1		1			
13.	Law	II	4	1		2		1				
14.	Contemporary Economic Doctrines	II	5	2	2					0,5		0,5
15.	Consumer Behaviour	II	3	1		1				0,5	0,5	
16.	Foreign Language for Business I.2	II	3	1		1	1					
17.	Physical Education I.2	II	1							1		
18.	Public Finances	III	5	1	1	2				0,5		0,5
19.	European Economics	III	4			2,5				0,5	0,5	0,5
20.	Firm Finances	III	5	2	1	1			1			
21.	Marketing Informational Systems	III	4	1	2				1			
22.	Services Marketing	III	5	1			1	1	1		0,5	0,5
23.	Foreign Language for Business I.3	III	3	1		1	1					
24.	Physical Education I.3	III	1							1		
25.	Marketing Simulations	III	4		3	1						
26.	Marketing Information Analysis	III	4		3	1						
27.	Foreign Language for Business II.1	III	4	1		1	1					1
28.	Social Media Marketing	III	4	1	2			1				
29.	Systems of Data Administration	III	3		2,5					0,5		
30.	World Economy	IV	5	2		2				0,5		0,5
31.	International Transactions	IV	6	2		1		2		1		
32.	Marketing of Small Businesses	IV	6	1	1	1	1	2				
33.	Data Bases Applied in Marketing	IV	5	1	3					0,5		0,5
34.	Practice	IV	3	0,5	0,5	0,25	0,25	0,25	0,25	0,5	0,5	
35.	Physical Education I.4	IV	1							1		
36.	Marketing of Agricultural and Food Products	IV	5	1		1	1	1		0,5		0,5
37.	Sales Force Management	IV	5	1		1	1	1		0,5		0,5
38.	Foreign Language for Business II.2	IV	6	1		1	1	1		1		1
39.	Multimedia	IV	3		2,5					0,5		
40.	Supply Chain Excellence	IV	3		1	1			1			
41.	The Marketing of Social Economy Structures	IV	3	1		1				0,5		0,5
42.	Distribution and Merchandising	V	4	1			1	1	1			
43.	Marketing Research	V	5	2	1	1				0,5	0,5	
44.	Direct Marketing	V	4	1	2			1				
45.	Selling Techniques	V	4	1				2	1			
46.	Merchandise Logistics	V	4	1	1	1			1			
47.	Marketing Projects	V	4	1	1	0,5	0,5				0,5	0,5
48.	Business to Business Marketing	V	5	1	0,5	1	0,5	0,5	0,5	0,5	0,5	
49.	Non-profit Organization Marketing	V	5	1	0,5	1	0,5	0,5	0,5	0,5	0,5	
50.	Commercial Correspondence in Foreign Language II.1	V	3					1,5		0,5	0,5	0,5
51.	Google Tools for Business	V	3		3							
52.	Educational Marketing	V	3	1		1			1			
53.	Promotion Techniques	VI	4				3	1				
54.	International Marketing	VI	5	2		2	1					
55.	Cybermarketing	VI	4	1	2				1			
56.	Public Relations	VI	3				1	1		0,5	0,5	
57.	Research on Bachelor's Thesis Writing	VI	10	2	1	1	1	1	1	1	1	1
58.	Trade Management	VI	4	1		1		0,5		0,5	0,5	0,5
59.	Tourism Marketing	VI	4	1		1		0,5		0,5	0,5	0,5
60.	Commercial Correspondence in Foreign Language II.2	VI	3					1,5		0,5	0,5	0,5
61.	Dress Code and Behaviour in Business	VI	3					0,5	1	0,5	0,5	0,5

Legend: C1 ÷ C5 or C6 - Professional Competences; CT1 ÷ CT3 - Transversal Competences

* According to Grid 1 (G1 - "Description of program / field of study by professional and transversal competences") showing the following variants: G1L and G1M pertaining to the BA and MA programs of study in accordance with MECTS Order no. 5703 / 18.10.2011.

** All disciplines in the curriculum.

Grid 1 - "Description of program / field of study according to professional and transversal competences"

Professional competences						
Professional Competences / Level Descriptors of Professional Competences' Structural Elements	C1. The proper use of the marketing concepts, methods, techniques, and tools	C2. The use of tools and computer applications in marketing activities	C3. Gathering, analysing and interpreting marketing information regarding the company and its environment	C4. Substantiation and designing the marketing mix	C5. Sales techniques use	C6. The organization of the marketing activities in a business
KNOWLEDGE						
1. Knowing, understanding concepts, basic theories and methods of the field and area of specialization; their appropriate use in professional communication	C1.1 Defining marketing concepts, methods, techniques, and tools	C2.1 Identifying and describing the tools and computer applications in the marketing activities	C3.1 Defining the environment of the organization and describing its main variables	C4.1 Defining concepts and describing marketing mix policies	C5.1 Using sales techniques	C6.1 Identifying and defining the role of the marketing department in the organization
2. Using basic knowledge to explain and interpret various types of concepts, situations, processes, projects, etc. associated to the field	C1.2 Explaining marketing concepts, methods, techniques, and tools	C2.2 Explaining the method of tools' use and of the computer application in marketing activities	C3.2 Interpreting the environmental variables' impact on the organization's activity	C4.2 Explaining the marketing mix	C5.2 Explaining the sales techniques and the use of the tools specific to communication	C6.2 Explaining the main functions and activities of the marketing department
COMPETENCES						
3. Applying basic principles and methods for solving well-defined problems / situations, typical for the field under a qualified assistance	C1.3 Application of methods, techniques and tools specific to the marketing activity	C2.3 Using softs in the marketing activity	C3.3 Identification and selection of factors that influence the business functioning	C4.3 Application of the specific marketing mix knowledge for the design of the marketing program	C5.3 The application of the sales techniques and tools specific to communication	C6.3 The application of the basic principles and methods for organizing the marketing activities
4. Appropriate use of standard assessment criteria and methods to evaluate the quality, merits and limitations of processes, programs, projects, concepts, methods and theories	C1.4 Comparative study and critical assessment of the marketing activity ,s methods, techniques, and tools	C2.4 Critical assessment of the tools' characteristics of the mail softs used in the marketing activity	C3.4 Assessment and classification of the factors that influence the organization's functioning	C4.4 Applying standard criteria for assessing marketing programs	C5.4 Analysis and assessment of the sales techniques and of the specific communication tools	C6.4 Analysis and critical assessment of the activities in the marketing department
5. Professional project writing and using principles and methods established in the fie	C1.5 Designing a marketing study	C2.5 Developing and using a data base for specific marketing activities	C3.5 Designing a marketing environment analysis of the organization, depending on the market	C4.5 Designing marketing programs	C5.5 Designing the communication in sales program	C6.5 Proposal of ways to increase the efficiency of the marketing activities
Minimum performance standards for competence assessment	Conducting a marketing study	Making a marketing report using computer applications	Making a SWOT analysis	Designing and implementing a marketing program	Designing a sales communication program	Designing a marketing activities' organization project
Level Descriptors of the Transversal Competences	Transversal Competences			Minimal Standards of Performance for Competence Evaluation		

6. Responsible execution of the professional duties, in conditions of limited autonomy and qualified assistance	CT1. Applying principles, norms and professional ethics values in the personal strategy of rigorous, efficient and responsible work.	Finding real time solutions, having qualified assistance, for a real/ hypothetical problem at the workplace, following the rules of professional ethics.
7. Getting accustomed to the roles and activities specific to teamwork and task distribution, for subordinate levels.	CT2. Identifying the roles and responsibilities in a multi-specialized team and the use of relationship techniques and efficient work in the team.	Designing a work/project, assuming the responsibility of tasks specific to the role of multi-specialized team.
8. Awareness of the need of continuous formation: efficient use of the educational resources and techniques for personal and professional development.	CT3. Identifying the opportunities of continuous formation and values – the efficient implementation of the resources and educational techniques for the personal development.	Developing and presenting with arguments the application of a personal professional development plan.

**Head of department,
Associate professor Dr. Maria-Madela ABRUDAN**

**RECTOR,
Professor Dr. Constantin BUNGĂU**

**DEAN,
Associate professor Dr. Adriana GIURGIU**