

# SYLLABUS

## 1. Information regarding the program

1.1 Higher education institution	<b>University of Oradea</b>
1.2 Faculty	<b>Faculty of Economic Sciences</b>
1.3 Department	<b>Department of Economics</b>
1.4 Field of study	<b>Business Administration</b>
1.5 Cycle of study	<b>Cycle I – Bachelor</b>
1.6 Program of study /Degree	<b>Administrarea Afacerilor (în limba Engleză) / Bachelor Degree</b>

## 2. Information regarding the discipline

2.1 Name of discipline	Promotional Techniques FSTE-0658						
2.2 Course titleholder	Univ.Professor Olimpia BAN, Ph.D.						
2.3 Seminar titleholder	Univ. Professor Olimpia BAN, Ph.D.						
2.4 Year of study	III	2.5 Semester	V	2.6 Type of assessment	Ex	2.7 Type of discipline	I

(I) Compulsory; (O) Elective; (F) Facultative

## 3. Estimated total time (hours/semester of activities)

3.1 Number of hours/week	3	out of which: 3.2 course	2	3.3 seminar	1
3.4 Total of hours in the Curriculum	42	out of which: 3.5 course	28	3.6 seminar	14
<b>Distribution of hours:</b>					
Studying the workbook, course book, bibliography and notes					20
Supplementary documentation in the library, on electronic specialty sites and in the field					28
Preparing seminars/laboratories, themes, projects, portfolios and essays					20
Tutorship					5
Assessment activities					5
Other activities.....					
3.7 Total hours of individual study	<b>78</b>				
3.9 Total hours/semester	<b>120</b>				
3.10 Number of credits	<b>4</b>				

## 4. Pre-requisites (if applicable)

4.1 Curriculum	n.a.
4.2 Skills	n.a.

## 5. Conditions (if applicable)

5.1. concerning the course activities	Projector, whiteboard
5.2. concerning the seminar/laboratory activities	Projector, whiteboard

6. Specific skills acquired	
<b>Professional skills</b>	Critical –constructive assessing and/or resolving of an issue concerning the promotion operation of the firm/organization Elaboration of a promotional plan for functional and structural analysis of the firm Selecting a dataset for resolving a business administration issue Critical –constructive assessing and/or resolving of an issue concerning the economic influence relation exerted by the external business environment on the firm/organization
<b>Transversal Skills</b>	CT1 Applying the principles, norms and values ethics in their strategy of rigorous, efficient and responsible work CT2 Identifying the roles and responsibilities in a multi specialised team and application of techniques and effective working relationships within the team

### 7. Objectives of discipline (resulting from the grid of specific skills acquired)

7.1 General objective of discipline	<ul style="list-style-type: none"> <li>• Knowledge and understanding of the fundamental concepts used in promotional activity and acquiring the skills to handle specific promotion techniques</li> </ul>
7.2 Specific objectives	<ul style="list-style-type: none"> <li>• Provide students with specialized terminology and principles governing promotional activity</li> <li>• Understand the promotional activity and achieve correspondence between investment and results</li> <li>• Planning promotional campaigns as a pattern in concrete situations</li> <li>• Understanding the dual nature of the promotional activity with benefits and drawbacks parties</li> <li>• Background strategies and promotional programs for cases of all kind of firms</li> </ul>

### 8. Contents

8.1 Course (C)	Teaching methods	Observations
8.1.1 Syllabus presentation. Introduction in communication-promotion	Lecture, problem-solving, debate, deduction, illustration	
8.1.2 The promotional strategy		
8.1.3 Public Relations introduction. Public Relations campaign.		
8.1.4 Public Relations techniques		
8.1.5 Sales promotion techniques		
8.1.6 The advertisement-introduction		
8.1.7 The advertisement techniques		
8.1.8 Promotion through brand		
8.1.9 Sales force as a promotional technique		
8.1.10 Choosing media channels		
8.1.11 Promotion on Internet		
8.1.12 Promotion on social media		
8.1.13 New trends in promotion		
8.1.14 Resume and review the main ideas		
8.2 Seminar (S)	Teaching methods	Observations

<p>8.2.1 Organizing the seminar. (2 hours). The detection of various forms of communication. Examples (2 h)</p> <p>8.2.2 The characteristics of the promotional mix and the identification of the promotional techniques in the virtual space-team work (2 h)</p> <p>8.2.3 Analysis, management and resolution of technical crisis- as a public relations role-play (2 h)</p> <p>8.2.4 Study of sales promotion techniques and their application in the seminar. Projects (2 hours)</p> <p>8.2.5 Specific promote the different fields (tourism, cosmetics, art). Case studies. (2 hours)</p> <p>8.2.6 Creating advertising messages -Models development. Report (2:00)</p> <p>8.2.7 Brands goods, services, destinations. Papers (2 hours). Evaluation of the seminar (2 hours)</p> <p>8.2.12 Promotional techniques on internet-analysis</p> <p>8.2.13 Social media promotion plan-team work</p>	<p>Questioning, debate, deduction, applications, examples</p>	
<p>Bibliography:</p> <ol style="list-style-type: none"> <li>Ban, O., Tehnici promoționale, ed.reviz., Ed. Presa Universitară Clujeană, 2020 <a href="http://www.editura.ubbcluj.ro/www/ro/publish/esteps.php">http://www.editura.ubbcluj.ro/www/ro/publish/esteps.php</a>.</li> <li>Ban, O., Tehnici promoționale, ed. Rev., Ed. Presa Universitară Clujeană, 2020.</li> <li>Beard, F.K., (2016). <i>A history of advertising and sales promotion</i>, The Routledge Companion to Marketing History, Routledge, New York, 203-224.</li> <li>Kotler, Ph., <i>Marketing Management, Analysis, Planning, Implementation and Control</i>, 7<sup>th</sup> edn, Englewood Cliffs, NJ: Prentice Hall Intenational, 1991.</li> <li>Kotler Ph., Keller, K.L., <i>Marketing Management</i>, 14th ed. Pearson Education, Inc. publishing as Prentice Hall, One Lake Street, Upper Saddle River, New Jersey 07458, 2012. <a href="https://www.goodreads.com/book/show/85907.Marketing_Management">https://www.goodreads.com/book/show/85907.Marketing_Management</a></li> <li>Ogden, J.R., Rarick, S., <i>The Entrepreneur's Guide to Advertising</i>, ABC-CLIO, 2010.</li> <li>Ray, S., &amp; Yin, S., <i>Channel Strategies and Marketing Mix in a Connected World</i> (Vol. 9). Springer Nature, 2019.</li> <li>Tomás, D. et al., <i>130 Trends and Predictions for Digital Marketing 2020</i>, Cyberclick, <a href="https://www.cyberclick.net/ebook-trends-predictions-for-digital-marketing">https://www.cyberclick.net/ebook-trends-predictions-for-digital-marketing</a></li> </ol>		

**9. Corroboration of the contents of the discipline with the expectations of the epistemic community, professional associations and employers representing the field of study of the program**

<ul style="list-style-type: none"> <li>♣ Emphasis on market analysis, the knowledge and understanding of the most common methods used to promote the Romanian market.</li> <li>♣ Assessment of the most used techniques in activity promotion.</li> <li>♣ Conduct training and implementing practical actions of promotion techniques</li> </ul>
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**10. Assessment**

Type of activity	10.1 Assessment criteria	10.2 Assessment methods	10.3 Percentage of the final grade
10.4 Course (C)	Knowledge for 5 grade:	online written exam	70

	the condition is that the subjects treated to accumulate points that summed reaches 5. Knowing and understanding the full course.	multiple choice test	
10.5 Seminar (S)	Knowledge for 5: number of presences have requested to participate in debates, to carry out the project called for addressing the minimum requirements. Knowledge for grade 10: the number of presences have requested to participate in debates, asked to carry out the project met all the conditions and demonstrate personal contribution, creativity and full involvement.	project / task in the current seminar	30
10.6 Laboratory (L)			
10.7 Project (P)			
10.8 Practical works (P)			
10.9 Minimum performance standard			
<ul style="list-style-type: none"> <li>• Knowledge and understanding of the essential ideas of courses</li> <li>• Create a report with interactive presentation topics</li> </ul>			

**Date** 29.09.2020      **Course titleholder:** Univ. Professor Olimpia BAN, Ph.D.      **Seminar titleholder:** Assist.univ. Afrodita BORMA, Ph.D.

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**Director of Department,**  
**Associate professor Dorin BÂC, PhD**

**Date of approval in the Department:**

**29.09.2020**

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<sup>1</sup> State the contact information (telephone, e-mail, web page, etc) of the academic institution beneficiary of the *Syllabus*

**Dean,**

**Univ. Professor Alina BĂDULESCU, PhD**

**Date of approval in  
The Council of the  
Faculty of  
Economic Sciences:**

**30.09.2020**

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