

SYLLABUS

1. Information regarding the program

1.1 Higher education institution	University of Oradea
1.2 Faculty	Faculty of Economic Sciences
1.3 Department	Management-Marketing Department
1.4 Field of study	Management
1.5 Cycle of study	Cycle II – Master
1.6 Program of study /Degree	Advanced Management Master Degree

2. Information regarding the discipline

2.1 Name of discipline	Marketing Research and Marketing Strategy						
2.2 Course titleholder	Associate Professor Dorin-Cristian COITA, Ph.D.						
2.3 Seminar titleholder	Associate Professor Dorin-Cristian COITA, Ph.D.						
2.4 Year of study	I	2.5 Semester	2	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	1	out of which: 3.2 course	1	3.3 seminar	1
3.4 Total of hours in the Curriculum	28	out of which: 3.5 course	14	3.6 seminar	14
Distribution of hours:					97
Studying the workbook, course book, bibliography and notes					28
Supplementary documentation in the library, on electronic specialty sites and in the field					20
Preparing seminars/laboratories, themes, projects, portfolios and essays					14
Tutorship					4
Assessment activities					4
Other activities. Developing a personal Project					27
3.7 Total hours of individual study	97				
3.9 Total hours/semester	125				
3.10 Number of credits	5				

4. Pre-requisites (if applicable)

4.1 Curriculum	Marketing Management
4.2 Skills	-

5. Conditions (if applicable)

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

6. Specific skills acquired	
Professional skills	C1, C2, C5
Transversal Skills	CT1

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

7.1 General objective of discipline	<ul style="list-style-type: none"> To understand the role of marketing within an organization as a tool for its management to acquire resources and to provide value for its stakeholders
7.2 Specific objectives	<ul style="list-style-type: none"> To understand the role of marketing within an organization and its internal departments and structures responsible for developing and implementing marketing research and marketing strategies To understand the role of marketing research as a tool for acquiring information as a necessary resource for the business To use the marketing research kit containing methods and techniques used to research the market and the business environment, including online tools To develop, strategies and plans in order to implement the marketing objectives of an organization

8. Contents

8.1 Course (C)	Teaching methods	Observations
8.1.1. Marketing's Role within the Firm or Non-Profit Organization and the Need for Marketing Research	Lecture, problem-solving, debate, deduction, illustration	
8.1.2. Basic Elements of a Marketing Research		
8.1.3. The Marketing Research Process		
8.1.4. Methods and Techniques for Marketing Research		
8.1.5. Acquiring Data through Exploratory Research. Questionnaires and Interviews		
8.1.6. Online Tools for Marketing Research		
8.1.7. Research Report Preparation and Presentation		
8.1.8. The Need for a Marketing Strategy and its Role for the Organization		
8.1.9. Responsibilities within the Organization for Creating and Implementing the Marketing Strategy		
8.1.10. Marketing Strategies, Marketing Policies and Marketing Plans		
8.1.11. Product Strategies and Policies		
8.1.12. Price Strategies and Policies		
8.1.13. Distribution Strategies and Policies		
8.1.14. Promotion Strategies and Policies		
Bibliography		
1. William Perreault, Jerome McCarthy, Basic Marketing- A Global Managerial Approach, 14 th Edition, Mc Graw Hill, 2002, disponibilă online la link: http://resource.1st.ir/PortalImageDb/ScientificContent/1658bdf5-e832-4d18-b0b9-453d30ca2d03/Basic%20Marketing-Global%20Managerial%20Approach.pdf		

2. Roger A. Kerin, Steven W. Hartley, Eric N. Berkowitz, William Rudelius, *Marketing* Boston: McGraw-Hill Irwin, 2006, IV 4275
3. Adrian Palmer, *Principles of Marketing*, New York: Oxford University Press, 2000
4. Michael R. Czinkota, Peter R. Dickson, Patrick Dunne *Marketing. Best Practices* Fort Worth; Philadelphia; San Diego; New York: The Dryden Press, 2000, IV 1854
5. William Perreault, Jr., Joseph Cannon, E. Jerome McCarthy, *Essentials of Marketing*, 13-th Edition, McGraw Hill, Boston: Houghton Mifflin Company, 1991, cota la Biblioteca UO: III 7801
6. Philip J. Kotler, Gary Armstrong, *Principles of Marketing*, 13-th Edition, Pearson Education
7. William M. Pride, O.C. Ferrell *Marketing : Concepts and Strategies*, (1991)

8.2 Seminar (S)	Teaching methods	Observations
8.2.1. Exploratory research 8.2.2. Sources and Resources for Business and Marketing Data and Information. 8.2.3. How to Deal with Marketing Research Agencies. 8.2.4 Online Marketing Research Tools 8.2.5 Marketing Strategy of a Company. Study Case 8.2.6. Marketing Plan of a Company. Study case 8.2.7. Evaluating the Marketing Strategies and Plans.	Questioning, debate, deduction, applications, examples	

Bibliography:

1. William Perreault, Jerome McCarthy, *Basic Marketing- A Global Managerial Approach*, 14th Edition, McGraw Hill, 2002, disponibilă online la link: <http://resource.1st.ir/PortalImageDb/ScientificContent/1658bdf5-e832-4d18-b0b9-453d30ca2d03/Basic%20Marketing-Global%20Managerial%20Approach.pdf>
2. Gary Armstrong, Philip Kotler-*Marketing_ An Introduction*-Prentice Hall (2014)
3. Roger A. Kerin, Steven W. Hartley, Eric N. Berkowitz, William Rudelius, *Marketing* Boston: McGraw-Hill Irwin, 2006, IV 4275
4. *Marketing Communications : an integrated approach / Smith, P. R.* London: Kogan Page, 1999, III 11515

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

Some of the cases will be presented by representatives of local companies and students will be asked to work directly with them in order to solve their real problems.

The students will be invited to bring to the debate the marketing problems they have in their companies, and also they will be invited to extend the discussions regarding the discipline on online forums.

The students will be provided with a lot of examples and study cases for real companies doing marketing research and strategies.

10. Assessment

Type of activity	10.1 Assessment criteria	10.2 Assessment methods	10.3 Percentage of the final grade
10.4 Course (C)	<ul style="list-style-type: none"> • Knowledge and understanding of the content. • Proper use of the terms describing the content of the disciplines. • Proving creative and original ideas 	Written essay (1000 words) Quizz	20% 30%
10.5 Seminar (S)	<ul style="list-style-type: none"> • Participation to the seminar classes including working together with the representatives of the companies • Solving correct application during the semester • Activity in the seminar, answers to 	- Review: ongoing evaluation and support - Applications:	50%

	questions <ul style="list-style-type: none"> • Activity on the online forums and groups and contributing to the discussion regarding discipline • 	assessment content - Monitoring interventions in the seminar and on online forums	
10.6 Laboratory (L)			
10.7 Project (P)			
10.8 Practical works (P)			
10.9 Minimum performance standard Knowledge and understanding of course content to the essential ideas Obtaining at least 5 points (out of 10) for the seminar activity Obtaining at least 5 points (out of 10) at final test			

Date	Course titleholder:	Seminar titleholder:
26.09.2019	Associate Professor Dorin-Cristian COITA, Ph.D. E-mail address: dcoita@uoradea.ro	Associate Professor Dorin-Cristian COITA, Ph.D. E-mail address: dcoita@uoradea.ro

**Director of Department,
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Date of approval in the Department: 27.09.2019

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Dean,

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Date of approval in The Council of the Faculty of Economic Sciences: 30.09.2019

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