

# 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>Management-Marketing Department</b>
1.4 Field of study	<b>Management</b>
1.5 Cycle of study	<b>Cycle II – Master</b>
1.6 Program of study /Degree	<b>Advanced Management/ Master Degree</b>

## 2. Information regarding the discipline

2.1 Name of discipline	Marketing Management						
2.2 Course titleholder	Lecturer Remus Dorel Roșca, Ph.D.						
2.3 Seminar titleholder	Lecturer Remus Dorel Roșca, Ph.D.						
2.4 Year of study	I	2.5 Semester	1	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	2	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
<b>Distribution of hours:</b>					<b>122</b>
Studying the workbook, course book, bibliography and notes					28 hours
Supplementary documentation in the library, on electronic specialty sites and in the field					14 hours
Preparing seminars/laboratories, themes, projects, portfolios and essays					14 hours
Tutorship					4 hours
Assessment activities					4 hours
Other activities: Developing the Marketing Plan.					58 hours
3.7 Total hours of individual study	<b>122</b>				
3.9 Total hours/semester	<b>150</b>				
3.10 Number of credits	<b>6</b>				

## 4. Pre-requisites (if applicable)

4.1 Curriculum	-
4.2 Skills	-

## 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	
Professional skills	C1.1, C1.2, C1.3, C1.5, C2.1, C2.2, C2.3, C2.4, C2.5. C5.
Transversal Skills	CT2. CT3.

### 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>• Fathoming the concepts specific to the management of marketing activity in an organization.</li> <li>• Developing skills for the use of marketing toolbox taught in order to increase the marketing performance of organizations.</li> </ul>
7.2 Specific objectives	<ul style="list-style-type: none"> <li>• Knowledge of how the Organization should apply the principles of marketing in the current practice of management in order to improve its performance.</li> <li>• Designing and implementing a marketing information system to enable performing a thorough SWOT analysis.</li> <li>• Developing the ability to design and implement a marketing plan.</li> <li>• Developing the ability to analyse the effectiveness of implementing a marketing plan.</li> <li>• Developing the ability to design a performant program of Customer Relationship Management (CRM).</li> </ul>

### 8. Contents

8.1 Course (C)	Teaching methods	Observations
8.1.1. Let us know each other. Course syllabus presentation. Introduction to the specific contemporary marketing philosophy.	Lecture, problem-solving, debate, deduction, illustration, study case, invited guest from the business environment.	
8.1.2. Marketing in the 21st century – role and importance, evolution and areas of application.		
8.1.3. Holistic Marketing.		
8.1.4. Marketing plan – planning tool in the marketing business.		
8.1.5. Marketing plan – planning tool in the marketing business.		
8.1.6. Marketing informational system.		
8.1.7. Segmentation, targeting, positioning – premise of brand identity.		
8.1.8. The product – the core element of the marketing mix.		
8.1.9. The Price – the only P of the marketing mix that generates revenue.		
8.1.10. Placement – faster, more convenient, cheaper.		
8.1.11. Promotion – communicating the value to the client.		

8.1.12 Relational Marketing		
8.1.13. Experiential Marketing.		
8.1.14. Measuring the effectiveness of marketing.		
Bibliography		
<ol style="list-style-type: none"> <li>1. Remus Roșca, Adela Popa, Alexandru Ion, The Management of Marketing Activity – lecture notes, Oradea 2013.</li> <li>2. E. Botezat, D. C. Coita, D. Sasu, Foundations of marketing, University of Oradea Publishing House, Oradea 2006;</li> <li>3. Philip Kotler, Hermawan Kartajaya, Iwan Setiawan, Marketing 3.0 – From Products to Customer to the Human Spirit, Publica Publishing House, Bucharest 2010;</li> <li>4. Philip Kotler, Marketing Management, Teora Publishing House, Bucharest 2007;</li> <li>5. Philip Kotler, Principles of Marketing, Teora Publishing House, Bucharest 2009;</li> <li>6. Kotler Philip, Marketing from A to Z, Codecs Publishing House, Bucharest 2004;</li> <li>7. Knight Peter, The Highly Effective Marketing Plan: A Proven, Practical, Planning Process for Companies of all sizes, BIC ALL Publishing House, Bucharest 2005;</li> <li>8. Spiricu Liliana Calciu Mihai, Spiricu Tiberiu, Marketing data analysis, All Publishing House, Bucharest 1994;</li> <li>9. Bruhn Manfred, Customer orientation – The Foundation of Successful Business, Economic Publishing House, Bucharest, 2001;</li> <li>10. D.D. Lazăr, Foundation of Marketing, University of Oradea Publishing House, Oradea 2002;</li> <li>11. Al. N. Pop, Marketing, The Didactic and pedagogic Publishing House, Bucharest 1994;</li> <li>12. Strategy, Harvard Business Review, Bucharest 2011.</li> </ol>		
<b>8.2 Seminar (S)</b>	<b>Teaching methods</b>	<b>Observations</b>
8.2.1. An introduction to the philosophy of marketing 3.0	Questioning, debate, deduction, applications, examples, study case, invited guest from the business environment.	
8.2.2 Marketing in the 21st century – role and importance, evolution and areas of application.		
8.2.3. Holistic Marketing and its importance in creating value for the customer.		
8.2.4. The Marketing plan – structure and implementation mode.		
8.2.5 The Marketing plan – structure and implementation mode		
8.2.6. Marketing information system – design and implementation in the case of an organization		
8.2.7. Segmentation, targeting, positioning – the premise of brand identity.		
8.2.8. The marketing mix - Product.		
8.2.9 The marketing mix - Price		
8.2.10 The marketing mix - Placemenent		
8.2.11 The marketing mix - Promotion		
8.2.12 Relational Marketing		
8.2.13 Experiential Marketing		
8.2.14 Measuring the effectiveness of marketing		
Bibliography:		
<ol style="list-style-type: none"> <li>1. Remus Roșca, Adela Popa, Alexandru Ion, The Management of Marketing Activity – lecture notes, Oradea 2013.</li> <li>2. E. Botezat, D. C. Coita, D. Sasu, Foundations of marketing, University of Oradea Publishing House, Oradea 2006;</li> <li>3. Philip Kotler, Hermawan Kartajaya, Iwan Setiawan, Marketing 3.0 – From Products to Customer to the Human Spirit, Publica Publishing House, Bucharest 2010;</li> <li>4. Philip Kotler, Marketing Management, Teora Publishing House, Bucharest 2007;</li> <li>5. Philip Kotler, Principles of Marketing, Teora Publishing House, Bucharest 2009;</li> </ol>		

6. Kotler Philip, Marketing from A to Z, Codecs Publishing House, Bucharest 2004;
7. Knight Peter, The Highly Effective Marketing Plan: A Proven, Practical, Planning Process for Companies of all sizes, BIC ALL Publishing House, Bucharest 2005;
8. Spircu Liliana Calciu Mihai, Spircu Tiberiu, Marketing data analysis, All Publishing House, Bucharest 1994;
9. Bruhn Manfred, Customer orientation – The Foundation of Successful Business, Economic Publishing House, Bucharest, 2001;
10. D.D. Lazăr, Foundation of Marketing, University of Oradea Publishing House, Oradea 2002;
11. Al. N. Pop, Marketing, The Didactic and pedagogic Publishing House, Bucharest 1994;
12. Strategy, Harvard Business Review, Bucharest 2011.

**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**

- Ability to understand the strategic importance of customer orientation for any organisation which operates in a strong competitive environment.
- The capability to analyse the internal and external environment of a company through achieving a SWOT analysis.
- The ability to devise a marketing plan of medium complexity by taking into account in a harmonic way the main marketing variables.
- The ability to implement a marketing plan of medium complexity.
- The ability to evaluate the effectiveness of a marketing plan in order to improve it.
- The ability to design and implement a customer loyalty program for a company.

**10. Assessment**

Type of activity	10.1 Assessment criteria	10.2 Assessment methods	10.3 Percentage of the final grade
10.4 Course (C)	Knowing the topic presented during class and seminar	Examination.	40%
10.5 Seminar (S)	Participating to seminars by answering questions or presenting an exercise/application.	Quantification of all interventions the students have had during a semester and reporting them to their best performance of the year.	20%
	Marketing plans competition	The virtual amounts of money attracted from the market at the time of the presentation of the project in front of the audience made up of colleagues from other years, teachers and representatives of the business environment.	40%
10.6 Laboratory (L)			
10.7 Project (P)			
10.8 Practical works (P)			
.9 Minimum performance standard			
<ul style="list-style-type: none"> <li>• The development of a marketing plan..</li> </ul>			

**Date**  
25.09.2019

**Course titleholder:**  
**Lect. Remus Dorel Roșca, Ph.D.**

**Seminar titleholder:**  
**Lect. Remus Dorel Roșca, Ph.D.**

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**Director of Department,**

**Associate professor Maria-Madela ABRUDAN, PhD**

**Date of approval in  
the Department:**

**27.09.2019**

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**Dean,**

**Associate Professor Alina BĂDULESCU, PhD**

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

**30.09.2019**

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