

CURRICULUM

beginning with the academic year 2019-2020

UNIVERSITY OF ORADEA

FACULTY OF ECONOMIC SCIENCES

Bachelor's Degree Program: **MARKETING**

Fundamental Field: **ECONOMICS**

Undergraduate Field: **MARKETING**

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

Type of education: **Full-time learning (IF)**

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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
			C	S	L	P					
	Mandatory imposed										
FSTE-0028	Microeconomics	FD	2	2	-	-	56	Ex	5	69	
FSTE-0131	Basics of Accounting	FD	2	2	-	-	56	Ex	5	69	
FSTE-0165	Economic Statistics	FD	2	1	-	-	42	Ex	5	83	
FSTE-0157	Economic Informatics	FD	2	-	1	-	42	Ex	5	83	
FSTE-0773	Financial and actuarial mathematics	FD	1	1	-	-	28	Cv	4	72	
FSTE-0235	Consumer Behaviour	SD	2	2	-	-	56	Ex	3	19	
FSTE-0523	Foreign Language for Business I.1	FD	1	1	-	-	28	Cv	3	47	
	TOTAL		12	9	1	-	308		30	442	
FSTE-0716	Physical Education I.1	CD	-	-	-	1	14	Vp	1	11	

Code	Disciplines*	Type	Sem. II [hours / week]				Total of hours / sem.	Type of Exami- nation	Cre- dits	IS [hours / sem.]	Condi- tioning
			C	S	L	P					
	Mandatory imposed										
FSTE-0025	Macroeconomics	FD	2	1	-	-	42	Ex	5	83	
FSTE-0205	Management	FD	2	1	-	-	42	Ex	5	83	
FSTE-0241	Marketing	FD	2	2	-	-	56	Ex	5	69	
FSTE-0007	Law	FD	1	1	-	-	28	Cv	4	72	
FSTE-0490	Contemporary Economic Doctrines	FD	2	1	-	-	42	Cv	5	83	
FSTE-0598	Marketing Applicative Programs	SD	2	2	-	-	56	Ex	3	19	
FSTE-0524	Foreign Language for Business I.2	CD	1	2	-	-	42	Cv	3	33	
	TOTAL		12	10	-	-	308		30	442	
FSTE-0717	Physical Education I.2	CD	-	-	-	1	14	Vp	1	11	

Legend: C - Course; S - Seminar; L - Practical (laboratory); P - Project; IS - Individual Study;
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 Associate Professor Dr. Maria-Madela ABRUDAN**

**RECTOR,
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Year of study II

Code	Disciplines*	Type	Sem. III [hours / week]				Total of hours / sem.	Type of Exami- nation	Cre- dits	IS [hours / sem.]	Condi- tioning
			C	S	L	P					
	Mandatory imposed										
FSTE-0066	Public Finances	FD	2	1	-	-	42	Ex	5	83	
FSTE-0170	European Economics	FD	2	1	-	-	42	Ex	4	58	
FSTE-0792	Company Finances	UO	2	1	-	-	42	Ex	5	83	
FSTE-0787	Marketing Informational Systems	SD	2	-	1	-	42	Cv	4	58	
FSTE-0248	Services Marketing	SD	2	2	-	-	56	Ex	5	69	
FSTE-0525	Foreign Language for Business I.3	CD	-	2	-	-	28	Cv	3	47	
	TOTAL		10	7	1	-	252		26	398	
	Mandatory elective										
FSTE-0785	Marketing Simulations	SD	2	2	-	-	56	Cv	4	44	
FSTE-0508	Marketing Data Analysis	SD	2	2	-	-	56	Cv	4	44	
	TOTAL		2	2	-	-	56		4	44	
FSTE-0718	Physical Education I.3	CD	-	-	-	1	14	Vp	1	11	
	FACULTATIVE										
FSTE-0478	Foreign Language for Business II.1	CD	1	2	-	-	42	Cv	4	58	
FSTE-0801	Social Media Marketing	UO	1	-	2	-	42	Cv	4	58	
FSTE-0158	Information Management Systems	UO	2	-	2	-	56	Cv	3	19	

Code	Disciplines*	Type	Sem. IV [hours / week]				Total of hours / sem.	Type of Exami- nation	Cre- dits	IS [hours / sem.]	Condi- tioning
			C	S	L	P					
	Mandatory imposed										
FSTE-0172	World Economy	CD	2	1	-	-	42	Ex	5	83	
FSTE-0198	International Transactions	UO	2	1	-	-	42	Ex	5	83	
FSTE-0122	Selling Techniques	SD	2	2	-	-	56	Cv	6	94	
FSTE-0153	Data Bases Applied in Marketing	SD	2	-	1	-	42	Cv	6	108	
FSTE-0445	Practice	SD	-	-	-	6	84	Cv	3	0	
	TOTAL		8	4	1	6	266		25	368	
	Mandatory elective										
FSTE-0511	Sales Force Management	SD	2	1	-	-	42	Cv	5	83	
FSTE-0961	Consumer Protection	SD	2	1	-	-	42	Cv	5	83	
FSTE-0997	Academic Ethics and Integrity	SD	2	1	-	-	42	Cv	5	83	

		TOTAL		2	1	-	-	42		5	83	
FSTE-0719	Physical Education I.4	CD	-	-	-	1	14	Vp	1	11		
	FACULTATIVE											
FSTE-0479	Foreign Language for Business II.2	CD	1	2	-	-	42	Cv	6	108		
FSTE-0774	Multimedia	UO	1	-	2	-	42	Vp	3	33		
FSTE-0797	Supply Chain Excellence	UO	1	2	-	-	42	Cv	3	33		
FSTE-0789	The Marketing of Social Economy Structures	UO	2	1	-	-	42	Cv	3	33		

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Code	Disciplines*	Type	Sem. V [hours / week]				Total of hours / sem.	Type of Exami- nation	Cre- dits	IS [hours / sem.]	Condi- tioning
			C	S	L	P					
	Mandatory imposed										
FSTE-0788	Distribution and Merchandising	SD	2	1	-	-	42	Ex	4	58	
FSTE-0264	Promotion Techniques	SD	2	1	-	-	42	Ex	4	58	
FSTE-0234	Marketing Research	SD	2	2	-	-	56	Ex	5	69	
FSTE-0246	Strategic Marketing	SD	2	1	-	-	42	Ex	4	58	
FSTE-0962	Brand and product management	SD	1	2	-	-	42	Ex	4	58	
FSTE-0255	Marketing Projects	SD	-	-	-	2	28	Cv	4	72	
	TOTAL		9	7	-	2	252		25	373	
	Mandatory elective										
FSTE-0833	Business to Business Marketing	SD	2	2	-	-	56	Cv	5	69	
FSTE-0247	Non-profit Organization Marketing	SD	2	2	-	-	56	Cv	5	69	
	TOTAL		2	2	-	-	56		5	69	
	FACULTATIVE										
FSTE-0975	Business Communication in a Foreign Language II.1	CD	1	1	-	-	28	Cv	3	47	
FSTE-0798	Google Tools for Business	UO	1	1	-	-	28	Cv	3	47	
FSTE-0802	Educational Marketing	UO	2	1	-	-	42	Cv	3	33	

Code	Disciplines*	Type	Sem. VI [hours / week]				Total of hours / sem.	Type of Exami- nation	Cre- dits	IS [hours / sem.]	Condi- tioning
			C	S	L	P					
	Mandatory imposed										
FSTE-0963	On-line marketing	SD	2	1	-	-	42	Ex	4	58	
FSTE-0245	International Marketing	SD	2	1	-	-	42	Ex	3	33	
FSTE-0510	Marketing of Agricultural and Food Products	SD	2	1	-	-	42	Cv	3	33	
FSTE-0509	Public Relations	SD	2	1	-	-	42	Ex	3	33	
FSTE-0520	Marketing of Small Businesses	SD	1	1	-	-	28	Cv	3	47	
FSTE-0776	Research on bachelor's Thesis Writing	SD	-	2	-	2	56	Vp	10	194	
	TOTAL		9	7	-	2	252		26	398	
	Mandatory elective										
FSTE-0521	Trade Management	SD	2	2	-	-	56	Cv	4	44	
FSTE-0338	Touristic Marketing	SD	2	2	-	-	56	Cv	4	44	
	TOTAL		2	2	-	-	56		4	44	

FACULTATIVE											
FSTE-0976	Business Communication in a Foreign Language II.2	CD	1	1	-	-	28	Cv	3	47	
FSTE-0799	Dress Code and Behaviour in Business	UO	1	1	-	-	28	Cv	3	47	

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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.	Consumer Behaviour	I	3	1		1				0,5	0,5	
7.	Foreign Language for Business I.1	I	3			1		1			0,5	0,5
8.	Physical Education I.1	I	1							1		
9.	Macroeconomics	II	5	3		2						
10.	Management	II	5			2			3			
11.	Marketing	II	5	1		2	1		1			
12.	Law	II	4	1		2		1				
13.	Contemporary Economic Doctrines	II	5	2	2					0,5		0,5
14.	Marketing Applicative Programs	II	3		3							
15.	Foreign Language for Business I.2	II	3	1		1	1					
16.	Physical Education I.2	II	1							1		
17.	Public Finances	III	5	1	1	2				0,5		0,5
18.	European Economics	III	4			2,5				0,5	0,5	0,5
19.	Company Finances	III	5	2	1	1			1			
20.	Marketing Informational Systems	III	4	1	2				1			
21.	Services Marketing	III	5	1			1	1	1		0,5	0,5
22.	Foreign Language for Business I.3	III	3	1		1	1					
23.	Physical Education I.3	III	1							1		
24.	Marketing Simulations	III	4		3	1						
25.	Marketing Data Analysis	III	4		3	1						
26.	Foreign Language for Business II.1	III	4	1		1	1					1
27.	Social Media Marketing	III	4	1	2			1				
28.	Information Management Systems	III	3		2,5					0,5		
29.	World Economy	IV	5	2		2				0,5		0,5
30.	International Transactions	IV	5	1		1		2	1			
31.	Selling Techniques	IV	6	2					4			
32.	Data Bases Applied in Marketing	IV	6	1	4					0,5		0,5
33.	Practice	IV	3	0,5	0,5	0,25	0,25	0,25	0,25	0,5	0,5	
34.	Physical Education I.4	IV	1							1		
35.	Sales Force Management	IV	5	1		1	1	1		0,5		0,5
36.	Consumer Protection	IV	5			3				1	0,5	0,5
37.	Academic Ethics and Integrity	IV	5							2	1	1
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.	Promotion Techniques	V	4				3	1				
44.	Marketing Research	V	5	2	1	1				0,5	0,5	
45.	Strategic Marketing	V	4			2			2			
46.	Brand and product management	V	4					1	3			
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.	Business Communication in a 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.	On-line marketing	VI	4	1	2			1				
54.	International Marketing	VI	3	1		1	1					
55.	Marketing of Agricultural and Food Products	VI	3	1		1	1					
56.	Public Relations	VI	3				1	1		0,5	0,5	
57.	Marketing of Small Businesses	VI	3					2	1			
58.	Research on bachelor's Thesis Writing	VI	10	2	1	1	1	1	1	1	1	1
59.	Trade Management	VI	4	1		1		0,5		0,5	0,5	0,5
60.	Touristic Marketing	VI	4	1		1		0,5		0,5	0,5	0,5
61.	Business Communication in a Foreign Language II.2	VI	3					1,5		0,5	0,5	0,5
62.	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

* Grid 1 (G1) will be used, which presents the variants: G1L and G1M corresponding to the bachelor's and master's study cycles, in accordance with MECTS Order no. 5703 / 18.10.2011. ** All subjects in the Curriculum will be noted.