

# 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 Management Marketing</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	PRACTICAL STAGE						
2.2 Course titleholder	Oana – Maria SECARA, Lecturer, PhD						
2.3 Seminar titleholder	Oana – Maria SECARA, Lecturer, PhD						
2.4 Year of study	2	2.5 Semester	2	2.6 Type of assessment	Cv	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	90	out of which: 3.5 course	28	3.6 seminar	14
<b>Distribution of hours:</b>					
Studying the workbook, course book, bibliography and notes					28
Supplementary documentation in the library, on electronic specialty sites and in the field					14
Preparing seminars/laboratories, themes, projects, portfolios and essays					20
Tutorship					10
Assessment activities					8
Other activities.....					2
3.7 Total hours of individual study	<b>90</b>				
3.9 Total hours/semester	<b>90</b>				
3.10 Number of credits	5				

## 4. Pre-requisites (if applicable)

4.1 Curriculum	-
4.2 Skills	English

## 5. Conditions (if applicable)

5.1. concerning the course activities	online activity on the platform e.uoradea.ro
5.2. concerning the seminar/laboratory activities	online activity on the platform e.uoradea.ro

## 6. Specific skills acquired

<b>Professional skills</b>	<p>C2 Identification and application of management functions in order to achieve the organization's objectives. Developing operational summaries, complex reports and studies required for managing organization using ICT.</p> <ul style="list-style-type: none"> <li>▪ C4 Designing and implementation of complex projects by the utilization of concepts and methods that are specific to systemic analyses, synthesis and interpretation of economic and social processes</li> <li>▪ Collection, processing and analysis of the information regarding the interaction between business environment firm / organisation</li> <li>▪ Assistance for administration of the assembly activity of the firm/organisation</li> <li>▪ Administration of the activity of a subdivision of the structure of the firm/organisation</li> </ul>
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## 7. Objectives of discipline (resulting from the grid of specific skills acquired)

7.1 General objective of discipline	Knowledge and understanding by students of the importance and role of the knowledge acquired in the years of study for a correct use of research tools in order to develop the final dissertation and the implementation at an advanced level of the acquired knowledge
7.2 Specific objectives	<p>Formation of skills and abilities of interdisciplinary analysis and use of the tools acquired during the years of studies in order to substantiate practical proposals</p> <p>Development of skills aimed at evaluating the activity of organizations of low complexity in order to develop creative approaches in formulating solutions</p>

## 8. Contents

8.1 Course (C)	Teaching methods	Observations
8.1.1. The Role of Marketing in the Global Economy	Online on the e.uoradea.ro platform PowerPoint presentation Debate	
8.1.2. Marketing's Role within the Firm or Nonprofit Organization	Online on the e.uoradea.ro platform PowerPoint presentation Debate	
8.1.3. Focusing Marketing Strategy with Segmentation and Positioning	Online on the e.uoradea.ro platform PowerPoint presentation Debate	
8.1.4. Evaluating Opportunities in the Changing Marketing Environment	Online on the e.uoradea.ro platform PowerPoint presentation Debate	
8.1.5. Demographic and Behavioural Dimensions of Global Consumer Markets	Lecture, problem-solving, debate	
8.1.6. Business and Organizational Customers and their Buying Behaviour	Online on the e.uoradea.ro platform PowerPoint presentation Debate	
8.1.7. Improving Decisions with Marketing Information	Online on the e.uoradea.ro platform PowerPoint presentation Debate	
8.1.8. Elements of Product Planning for Goods and Services	Online on the e.uoradea.ro platform PowerPoint presentation Debate	
8.1.9. Product Management and New- Product Development	Online on the e.uoradea.ro platform PowerPoint presentation Debate	
8.1.10. Place and Development of Channel Systems, Logistics and Retailing	Online on the e.uoradea.ro platform	

	PowerPoint presentation Debate	
8.1.11. Promotion- Introduction to Integrated Marketing Communications - Advertising and Sales Promotion	Online on the e.uoradea.ro platform PowerPoint presentation Debate	
8.1.12. Personal Selling and Customer Service	Online on the e.uoradea.ro platform PowerPoint presentation Debate	
8.1.13. Pricing Objectives and Policies	Online on the e.uoradea.ro platform PowerPoint presentation Debate	
8.1.14. Integrating Marketing within the Organization	Online on the e.uoradea.ro platform PowerPoint presentation Debate	
<b>Bibliography</b> <ol style="list-style-type: none"> <li>1. William Perreault, Jerome McCarthy, Basic Marketing- A Global Managerial Approach, 14<sup>th</sup> Edition, Mc Graw Hill, 2002, disponibilă online la link: <a href="http://resource.1st.ir/PortalImageDb/ScientificContent/1658bdf5-e832-4d18-b0b9-453d30ca2d03/Basic%20Marketing-Global%20Managerial%20Approach.pdf">http://resource.1st.ir/PortalImageDb/ScientificContent/1658bdf5-e832-4d18-b0b9-453d30ca2d03/Basic%20Marketing-Global%20Managerial%20Approach.pdf</a></li> <li>2. Roger A. Kerin, Steven W. Hartley, Eric N. Berkowitz, William Rudelius, <i>Marketing</i> Boston: McGraw-Hill Irwin, 2006, IV 4275</li> <li>3. Adrian Palmer, <i>Principles of Marketing</i>, New York: Oxford University Press, 2000</li> <li>4. Michael R. Czinkota, Peter R. Dickson, Patrick Dunne <i>Marketing. Best Practices</i> Fort Worth; Philadelphia; San Diego; New York: The Dryden Press, 2000, IV 1854</li> <li>5. William Perreault, Jr., Joseph Cannon, E. Jerome McCarthy, <i>Essentials of Marketing</i>, 13-th Edition, Mc Graw Hill, Boston: Houghton Mifflin Company, 1991, cota la Biblioteca UO: III 7801</li> <li>6. Philip J. Kotler, Gary Armstrong, <i>Principles of Marketing</i>, 13-th Edition, Pearson Education</li> <li>7. William M. Pride, O.C. Ferrell <i>Marketing : Concepts and Strategies</i>, (1991)</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**

Students will be encouraged to observe the use of marketing in everyday life and in the companies through study cases and examples.

**10. Assessment**

Type of activity	10.1 Assessment criteria	10.2 Assessment methods	10.3 Percentage of the final grade
10.4 Course (C)	Integral knowledge and understanding of the content of the discipline Preparation of the research project Correct inclusion of research items in the final project Involvement in research activities	Colloquium - Evaluation of research project.	100%
10.5 Seminar (S)			
10.9 Minimum performance standard: Formulation of strategies and policies for organizations of low complexity (as a whole or on a component) Knowing and understanding the course content at the level of essential ideas			

Obtaining at least 5 points (out of 10) for colloquium responses  
Obtaining at least 5 points (out of 10) as a final grade

**Date**  
25.09.2021

**Course titleholder:**  
Oana – Maria SECARĂ, Lecturer, PhD

**Seminar titleholder:**  
Oana – Maria SECARĂ, Lecturer,  
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**Director of Department,**

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**Date of approval in  
the Department:**

28.09.2020

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**Dean,**

**Date of approval in  
The Council of the  
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