

**COURSE SYLLABUS**
**1. Information about the programme**

1.1 Institution of higher education	WEST UNIVERSITY OF TIMISOARA
1.2 Faculty / Department	ECONOMY AND BUSSINES ADMINISTRATION
1.3 Department of	MARKETING AND INTERNATIONAL ECONOMIC RELATIONS
1.4 Area of study	FINANCE
1.5 Level of studies	BACHELOR'S DEGREE
1.6 Training / qualification	FINANCE AND BANKING

**2. Discipline data**

2.1 Course title		<b>MARKETING FB1TC2103</b>					
2.2 Course titular		Ec. MAN Ciprian PhD					
2.3 Workshop activities titular		Ec. MAN Ciprian PhD					
2.4 Year of study	<b>II</b>	2.5 Semester	<b>I</b>	2.6 Type of assessment	<b>E</b>	2.7 Type of subject matter	<b>M - mandatory</b>

**3. Total estimated time( hours of teaching per semester)**

3.1 Number of hours per week	<b>4</b>	3.2 curs	<b>2</b>	3.3 workshops	<b>2</b>
3.4 Total hours in the curriculum	<b>56</b>	3.5 curs	<b>28</b>	3.6 workshops	<b>28</b>
<b>Distribution of time:</b>					<b>ore</b>
Study based on Instructions, course materials, bibliography and notes					<b>30</b>
Additional documentation library, specialized electronic platforms / field					<b>20</b>
Training seminars / laboratories, homework, essays, portfolios and essays					<b>16</b>
Tutoring					<b>-</b>
Examinations					<b>3</b>
Other activities.....					<b>-</b>
3.7 Total hours of private study	<b>69</b>				
3.8 Total hours per semester	<b>125</b>				
3.9 Number of credits	<b>5</b>				

**4. Prerequisites (where applicable)**

4.1 of curriculum	• -
4.2 of skills	• -

**5. Condiții (where applicable)**

5.1 of the course	<ul style="list-style-type: none"> <li>The lectures take place in rooms equipped with multimedia projector</li> <li>Minimum 50% attendance</li> </ul>
5.2 to lead seminar / laboratory	<ul style="list-style-type: none"> <li>Minimum 75% attendance</li> </ul>

**6. Specific skills acquired**

Transversals skills	<p><b>C3 Performing economic and financial tasks in private or public entities/organizations</b></p> <ul style="list-style-type: none"> <li>C3.1 Description of economic and financial activities performed in private or public entities/organizations</li> <li>C3.2 Explaining the economic and financial activities performed in private or public entities/organizations</li> </ul> <p><b>ABILITIES</b></p> <ul style="list-style-type: none"> <li>C3.3 To apply the knowledge, methods, techniques and instruments for several financial and economic assignments</li> <li>C3.4 To use various indicators to assess different economic or financial activities</li> <li>C3.5 To work on a study on economic or financial activities</li> </ul>
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**7. Course objectives (based on the grid of the skills acquired)**

7.1 The overall objective of discipline	<ul style="list-style-type: none"> <li>Acquiring knowledge with regard to the orientations an organisation may adopt in its relationship with its environment</li> <li>Acquiring knowledge with regard to the basics of the marketing concept and the components of the marketing</li> <li>Understanding the principles of marketing management at organisational level</li> </ul>
7.2 The specific objectives	<ul style="list-style-type: none"> <li>Explaining the consumers' decisional</li> <li>Explaining the process of designing the marketing strategy</li> <li>Using the tools of strategic analysis with regard to the strategic activities portfolio of an organisation</li> <li>Designing a marketing plan</li> </ul>

**8. Contents**

8.1 Course	Teaching methods	Comments
The Marketing Concept	Debate	Week 1, 2: 4 h
The Market	Debate	Week 3, 4, 5: 6 h
Strategic Marketing Planning	Debate	Week 6, 7, 8: 6 h
Price Policy	Debate	Week 9, 10, 11: 6 h
Communication Policy	Debate	Week 12, 13, 14: 6 h

<p><b>Bibliography</b></p> <ol style="list-style-type: none"> <li>FIFIELD, Paul, Marketing strategy. Amsterdam : Elsevier ; Boston ; Heidelberg, 2007.</li> <li>KOTLER, Philip, ARMSTRONG Gary, Marketing. Upper Saddle River, NJ : Prentice-Hall, 1997 (or any other edition).</li> <li>KOTLER, Philip, Marketing management. Englewood Cliffs, N.J : Prentice-Hall International, 1988 (or any other edition).</li> <li>KOTLER, Philip, Principles of marketing. Englewood Cliffs, N.J. : Prentice-Hall, 1988 (or any other edition).</li> <li>PALMER, Adrian, Principles of marketing. Oxford ; New York ; Athens : Oxford University Press, 2000.</li> </ol>
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6. RANGAN, Katsuri V., SHAPIRO Benson P., MORIARTY Rowland T., Business marketing strategy. Chicago : Irwin, 1995.		
8.2 Seminar / lab	Teaching methods	Comments
The Marketing Environment	Debate	Week 1, 2: 4 h
Consumer's Behaviour	Debate	Week 3, 4, 5: 6 h
Product Policy	Debate	Week 6, 7, 8: 6 h
Distribution Policy	Debate	Week 9, 10, 11: 6 h
Marketing Management	Debate	Week 12, 13, 14: 6 h
<b>Bibliography</b> 7. FIFIELD, Paul, Marketing strategy. Amsterdam : Elsevier ; Boston ; Heidelberg, 2007. 8. KOTLER, Philip, ARMSTRONG Gary, Marketing. Upper Saddle River, NJ : Prentice-Hall, 1997 (or any other edition). 9. KOTLER, Philip, Marketing management. Englewood Cliffs, N.J : Prentice-Hall International, 1988 (or any other edition). 10. KOTLER, Philip, Principles of marketing. Englewood Cliffs, N.J. : Prentice-Hall, 1988 (or any other edition). 11. PALMER, Adrian, Principles of marketing. Oxford ; New York ; Athens : Oxford University Press, 2000. 12. RANGAN, Katsuri V., SHAPIRO Benson P., MORIARTY Rowland T., Business marketing strategy. Chicago : Irwin, 1995.		

9. Corroboration of the course contents with the epistemic expectations of the community representative, professional associations and representative employers of the programme itself.

- The course content has been developed by taking into account the current requirements

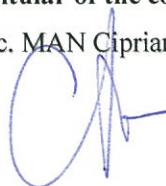
**10. Evaluation**

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final mark
10.4 Course	Knowledge Assessment	Written exam	70%
10.5 Seminar / laboratory	Knowledge Assessment	Tests during the semester	30%
10.6 Minimum performance standards			
<ul style="list-style-type: none"> <li>The minimum grade is 5(five) for each activity</li> </ul>			

**Date of submission:** 01.04.2014

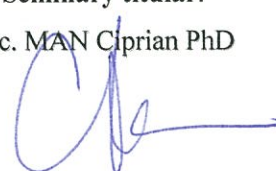
**Titular of the course:**

Ec. MAN Ciprian PhD



**Seminary titular:**

Ec. MAN Ciprian PhD



**Date of approval in department:**

**Head of the Department:**

Prof. DOBRE Costinel PhD

