

TUTORIAL COURSE FORM

2022-2023 ACADEMIC YEAR

Name of the tutorial course (incoming Erasmus/exchange students)	Marketing in the Energy Sector
Name of the professor	Assoc. Prof. Alexandru Maxim
Email of the professor	maxim.alexandru@uaic.ro
Office of the professor	Office B512a
Consultation hours	Consultations to be scheduled via e-mail
Semester(s) in which the tutorial course is available	1 st and 2 nd semester
No. of ECTS credits	4 credits
Level of study (bachelor/master/PhD)	Master
Short description/Contents	This is a specialized course in the field of Marketing that seeks to provide students with an understanding of the European energy sector and help them design a marketing strategy targeting retail customers. We will cover topics such as: the energy sector value chain, EU policies in the energy sector, the retail and wholesale electricity market, 5Cs, STP and 4Ps in the energy sector. As a prerequisite, students taking this course need to have previously passed a general Marketing course.
Assessment/Evaluation	Students need to complete an individual assignment in which they design the marketing strategy of an electricity supplier in a specific country. They will have to perform the 5C analysis on their chosen national market and describe their specific 4P action plan.
Bibliography	Philip T. Kotler & Gary Armstrong (2020) Principles of Marketing, 18th Global Edition. Pearson. (or other similar university level textbooks on Marketing) Robert J. Dolan (2019) Framework for Marketing Strategy Formation. Harvard Business Publishing Education (can be purchased online from hbsp.harvard.edu) Paul Breeze. (2019) Power Generation Technologies (3 rd ed.). Newnes. ISBN: 9780081026311
Observations	A minimum grade of 5.00 out of 10.00 is necessary to pass.