

APROBAT,
 RECTOR,
 Prof. univ. dr. Tudorel TOADER



Domeniul: Marketing

Area of study: Marketing

Specializarea/Programul de studiu: Analiză și strategii de marketing

Programme of study: Marketing Analysis and Strategy

Limba de predare: română

Teaching language: romanian

Durata studiilor: 2 ani

Length of the programme of study: 2 years

Număr de credite: 120

Number of ECTS credits: 120

Forma de învățământ: IF

Mode of study: full-time education

Seria: 2023-2025

PLAN DE ÎNVĂȚĂMÂNT

Anul de studiu I

Semestrul 1

| Nr. crt. | Denumirea disciplinei | Codul disciplinei | Tipul disciplinei | Nr.ore/săpt. (fizic+online) | | | | FV | Cr | Procent de ore desfășurate online/sem. | | | | | | | | | | | |
|---|--|-------------------|-------------------|-----------------------------|----------|----------|----------|-----|-----------|--|----------|----------|----------|--|--|--|--|--|--|--|--|
| | | | | C | S | L | LP | | | C | S | L | LP | | | | | | | | |
| Discipline obligatorii (Compulsory courses) | | | | | | | | | | | | | | | | | | | | | |
| 1 | Analiză calitativă de marketing Qualitative marketing analysis | AAK2101 | DS | 2 | 2 | 0 | 0 | E | 8 | 0 | 0 | 0 | 0 | | | | | | | | |
| 2 | Publicitate Advertising | AAK2105 | DS | 2 | 2 | 0 | 0 | E | 7 | 0 | 0 | 0 | 0 | | | | | | | | |
| 3 | Analiza cantitativa si prognoza de marketing Marketing Quantitative Analysis and Forecast | AES2145 | DS | 2 | 1 | 0 | 0 | EVP | 8 | 0 | 0 | 0 | 0 | | | | | | | | |
| 4 | Brand Management Brand Management | MCA 1.1 | DS | 2 | 1 | 0 | 0 | E | 7 | 0 | 0 | 0 | 0 | | | | | | | | |
| Total | | | | 8 | 6 | 0 | 0 | | 30 | 0 | 0 | 0 | 0 | | | | | | | | |

Semestrul 2

| Nr. crt. | Denumirea disciplinei | Codul disciplinei | Tipul disciplinei | Nr.ore/săpt. (fizic+online) | | | | FV | Cr | Procent de ore desfășurate online/sem. | | | | | | | | | | | |
|---|---|-------------------|-------------------|-----------------------------|---|---|----|----|----|--|---|---|----|--|--|--|--|--|--|--|--|
| | | | | C | S | L | LP | | | C | S | L | LP | | | | | | | | |
| Discipline obligatorii (Compulsory courses) | | | | | | | | | | | | | | | | | | | | | |
| 1 | Strategii de preț Price Strategies | AAK2205 | DS | 2 | 1 | 0 | 0 | E | 7 | 0 | 0 | 0 | 0 | | | | | | | | |
| 2 | Analitică de marketing Marketing Analytics | ASM 1.2 | DS | 2 | 1 | 0 | 0 | E | 6 | 0 | 0 | 0 | 0 | | | | | | | | |
| 3 | Marketing digital Digital Marketing | ASM 1.2 | DS | 2 | 2 | 0 | 0 | E | 6 | 0 | 0 | 0 | 0 | | | | | | | | |
| 4 | Etica si integritate academica Ethics and academic integrity | Ms1.eia | DF | 1 | 0 | 0 | 0 | E | 5 | 0 | 0 | 0 | 0 | | | | | | | | |

| Discipline opționale: 1 din 2 (Optional courses: 1 out of 2) | | | | | | | | | | | | | |
|--|--|----------|----|----------|----------|----------|----------|-----|-----------|----------|----------|----------|----------|
| 5 | Limba franceza pentru afaceri 1 Business French 1 | AAA2285 | DF | 2 | 2 | 0 | 0 | EVP | 6 | 0 | 0 | 0 | 0 |
| | Limba germana pentru afaceri 1 Business German 1 | AEE2124# | | | | | | | | 0 | 0 | 0 | 0 |
| Total | | | | 9 | 6 | 0 | 0 | | 30 | 0 | 0 | 0 | 0 |

Discipline facultative (Supplementary courses)

| | | | | | | | | | | | | | |
|---|---|-------|----|---|---|---|---|-----|---|---|---|---|---|
| 6 | Managementul afacerilor imobiliare Real Estate Business Management | MAIAA | DC | 2 | 2 | 0 | 0 | EVP | 3 | 0 | 0 | 0 | 0 |
|---|---|-------|----|---|---|---|---|-----|---|---|---|---|---|

Anul de studiu II

Semestrul 3

| Nr. crt. | Denumirea disciplinei | Codul disciplinei | Tipul disciplinei | Nr.ore/săpt. (fizic+online) | | | | FV | Cr | Procent de ore desfășurate online/sem. | | | |
|--|---|-------------------|-------------------|-----------------------------|----------|----------|----------|-----|-----------|--|----------|----------|----------|
| | | | | C | S | L | LP | | | C | S | L | LP |
| Discipline obligatorii (Compulsory courses) | | | | | | | | | | | | | |
| 1 | Distribuție Distribution | AAK2306 | DS | 2 | 1 | 0 | 0 | E | 8 | 0 | 0 | 0 | 0 |
| 2 | Stagiu de cercetare/documentare si pregătirea disertației Research Stage / documentation and preparation of dissertation | AAK2314 | DS | 0 | 2 | 0 | 0 | EVP | 7 | 0 | 0 | 0 | 0 |
| 3 | Analitica digitala Digital Analytics | ASM2_AD | DS | 2 | 1 | 0 | 0 | E | 7 | 0 | 0 | 0 | 0 |
| Discipline opționale: 1 din 2 (Optional courses: 1 out of 2) | | | | | | | | | | | | | |
| 4 | Limba germană pentru afaceri 2 German Language for Business 2 | AEE2223 | DF | 2 | 2 | 0 | 0 | E | 8 | 0 | 0 | 0 | 0 |
| | Limba franceza pentru afaceri 2 French Language for Business 2 | AEE2223 | | | | | | | | 0 | 0 | 0 | 0 |
| Total | | | | 6 | 6 | 0 | 0 | | 30 | 0 | 0 | 0 | 0 |

Semestrul 4

| Nr. crt. | Denumirea disciplinei | Codul disciplinei | Tipul disciplinei | Nr.ore/săpt. (fizic+online) | | | | FV | Cr | Procent de ore desfășurate online/sem. | | | |
|--|--|-------------------|-------------------|-----------------------------|-----------|----------|----------|-----|-----------|--|----------|----------|----------|
| | | | | C | S | L | LP | | | C | S | L | LP |
| Discipline obligatorii (Compulsory courses) | | | | | | | | | | | | | |
| 1 | Inovare si dezvoltarea produselor noi New Product Development& Innovation | ASM2_DPN | DS | 2 | 2 | 0 | 0 | EVP | 9 | 0 | 0 | 0 | 0 |
| 2 | Relatii publice Public relations | ASM2_RP | DS | 2 | 2 | 0 | 0 | E | 9 | 0 | 0 | 0 | 0 |
| Discipline opționale: 1 din 2 (Optional courses: 1 out of 2) | | | | | | | | | | | | | |
| 3 | Marketing experiențial Experiential Marketing | AAK2413 | DS | 0 | 7 | 0 | 0 | E | 3 | 0 | 0 | 0 | 0 |
| | Stagiu organizational Internship | AAM2406 | | | | | | | | 0 | 0 | 0 | 0 |
| Discipline opționale: 1 din 2 (Optional courses: 1 out of 2) | | | | | | | | | | | | | |
| 4 | Managementul proiectelor Project Management | AAI2105 | DS | 2 | 1 | 0 | 0 | EVP | 9 | 0 | 0 | 0 | 0 |
| | Macromarketing Macromarketing | ASM2_MM | | | | | | | | 0 | 0 | 0 | 0 |
| Total | | | | 6 | 12 | 0 | 0 | | 30 | 0 | 0 | 0 | 0 |

| Discipline facultative (Supplementary courses) | | | | | | | | | | | | | |
|--|---|-------|----|---|---|---|---|-----|----|---|---|---|---|
| 5 | Comunicare interculturală în limbă străină 1 Intercultural communication in a foreign language 1 | CIAAI | DC | 2 | 1 | 0 | 0 | EVP | 3 | 0 | 0 | 0 | 0 |
| 6 | Geopolitică și mediile de afaceri Geopolitics and business environments | GMAAA | DC | 2 | 1 | 0 | 0 | EVP | 3 | 0 | 0 | 0 | 0 |
| 7 | Managementul conflictelor Conflicts Management | MCAA | DC | 1 | 2 | 0 | 0 | EVP | 3 | 0 | 0 | 0 | 0 |
| 8 | Managementul recompenselor Rewards Management | MRAA | DC | 2 | 1 | 0 | 0 | E | 3 | 0 | 0 | 0 | 0 |
| Sustinerea lucrării de finalizare a studiilor | | | | 0 | 0 | 0 | 0 | | 10 | | | | |

Legendă:

DA - Discipline de aprofundare; **DSI** - Discipline de sinteză

C - Curs; **S** - Seminar; **L** - Laborator; **LP** - Lucrări practice

Fv - Forma de verificare (**E** - Examen; **C** - Colocviu; **EVP** - Evaluare pe parcurs)

Cr - Număr credite ECTS

DECAN,
Prof. univ. dr. Cristina Teodora ROMAN



DIRECTOR DEPARTAMENT,
Prof. univ. dr. Ștefan Andrei NEȘȚIAN

