

**COURSE OUTLINE 2023-2024****1. Information about the program**

<b>1.1</b> Higher education institution	<b>“Alexandru Ioan Cuza” University of Iași</b>
<b>1.2</b> Faculty	<b>Faculty of Economics and Business Administration</b>
<b>1.3</b> Department	<b>Management, Marketing and Business Administration</b>
<b>1.4</b> Field of study	<b>Business Administration</b>
<b>1.5</b> Cycle of study	<b>Bachelor</b>
<b>1.6</b> Study program / Qualification	Business Administration

**2. Information about the course**

<b>2.1</b> Course title		<b>Marketing</b>					
<b>2.2</b> Course coordinator		Professor Adriana Zait, PhD					
<b>2.3</b> Seminar coordinator		Lecturer Patricea Elena Berteau, PhD					
<b>2.4</b> Year of study	<b>2</b>	<b>2.5</b> Semester	<b>2</b>	<b>2.6</b> Type of evaluation*	<b>E</b>	<b>2.7</b> Course status**	<b>C</b>

\* MT-MID-TERM, O-ORAL EXAM, E-EXAM, M-MIXED; \*\* C-compulsory/O-optional/E-elective

**3. Estimated time allocation (hours per semester and teaching activities)**

<b>3.1</b> Number of hours per week	<b>4</b>	out of which: <b>3.2</b> course	<b>2</b>	<b>3.3</b> seminar / laboratory	<b>2</b>
<b>3.4</b> Total number of hours per semester	<b>56</b>	out of which: <b>3.5</b> course	<b>28</b>	<b>3.6</b> seminar / laboratory	<b>28</b>
Time allocation					h
Study based on course book, course materials, bibliography and other					<b>22</b>
Supplementary study in the library, on electronic platforms and on the field					<b>18</b>
Preparing seminars/laboratories, assignments, papers, portfolios and essays					<b>23</b>
Tutorship					<b>4</b>
Examination					<b>2</b>
Other activities .....					
<b>3.7</b> Total hours of individual study					<b>69</b>
<b>3.8</b> Total hours per semester					<b>125</b>

**3.9 Number of credits****5****4. Prerequisites** (if applicable)

<b>4.1</b> Referring to curriculum	<b>Not necessary</b>
<b>4.2</b> Referring to competences	<b>Not necessary</b>

**5. Conditions** (if applicable)

<b>5.1</b> For the course	<b>Not necessary</b>
<b>5.2</b> For the seminar / laboratory	<b>Not necessary</b>

**6. Specific competences accumulated**

<b>Professional competences</b>	C1 – Gathering, processing and analyzing information about external environment – firm/organization interaction (1.5 credits) C2 – Assistance for administration of the entire firm/organization (2 credits) C3 – Administration of the activity of a subdivision within the structure of the firm/organization (1 credit)
<b>Transversal competences</b>	CT2 – Identifying roles and responsibilities within a multi-specialized team and applying relational techniques and efficient work techniques within the team (0.5 credits)

**7. Course objectives** (based on specific competencies accumulated)

<b>7.1 General objective</b>	Enable students to acquire a broad vision concerning marketing concepts and the ability to apply specific marketing methods.
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<b>7.2 Specific objectives</b>	<p>After successfully finalizing this course, students will be able to:</p> <ul style="list-style-type: none"> <li>▪ Understand and use the basic notions in the field of marketing, corresponding to the following competencies that students will acquire:</li> </ul> <p><u>Cognitive</u> (knowledge)  <i>define market, market indexes, market segmentation, consumer behavior, marketing mix, organizing and planning in marketing.</i></p> <p><u>Functional</u> (abilities and competencies: applying knowledge to a particular context)</p> <ul style="list-style-type: none"> <li>- <i>market segmentation (socio/psycho/demo profile);</i></li> <li>- <i>sought advantages identification;</i></li> <li>- <i>consumer behavior factors identification;</i></li> <li>- <i>designing marketing mix: product, price, promo, placement.</i></li> </ul> <p><u>Personal</u></p> <ul style="list-style-type: none"> <li>- <i>integration within a marketing department and/or having a “marketing based” dialogue with.</i></li> </ul> <p><u>General</u></p> <ul style="list-style-type: none"> <li>- <i>marketing thinking;</i></li> <li>- <i>marketing attitude.</i></li> </ul>
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## 8. Content

8.1	Course	Teaching methods	Observations (time and bibliography)
1.	Introduction to Marketing – main concepts and definitions	Interactive course, heuristic conversation	2 hours CR1 and OR
2.	Market shares (absolute and relative), concentration and attraction	Interactive course, heuristic conversation, examples, short case studies	2 hours CR1 and OR
3.	Market segmentation – criteria and strategies	Interactive course, heuristic conversation, examples, short case studies	2 hours CR1 and OR
4.	Marketing research – methods and instruments, level of measurement	Interactive course, heuristic conversation, examples, short case studies	2 hours CR1 and OR
5.	Marketing research – research proposal and research report	Interactive course, heuristic conversation, examples, short case studies	2 hours CR1 and OR
6.	Marketing mix concept; micro and macroenvironment	Interactive course, heuristic conversation, examples, short case studies	2 hours CR1 and OR
7.	Consumer behavior	Interactive course, heuristic conversation, examples, short case studies	2 hours CR1 and OR
8.	Product	Interactive course, heuristic conversation, examples, short case studies	2 hours CR1 and OR
9.	Promotion	Interactive course, heuristic conversation, examples, short case studies	2 hours CR1 and OR



10.	Placement (distribution)	Interactive course, heuristic conversation, examples, short case studies	2 hours CR1 and OR
11.	Price	Interactive course, heuristic conversation, problem solving method	2 hours CR1 and OR
12.	Marketing organization	Interactive course, heuristic conversation, problem solving method	2 hours CR1 and OR
13.	Marketing plan	Interactive course, heuristic conversation, problem solving method	2 hours CR1 and OR
14.	Midterm test and feed-back	Feed-back	2 hours CR1 and OR

**Bibliography****Compulsory reading:**

CR1 : Solomon, Marshall, Stuart, Barnes, Mitchell – Marketing. Real People, Real decisions, FT Prentice Hall, Pearson Education Limited 2009.

**Optional reading:** OR - recent articles (2020-2023) brought at course or sent by mail

8.2	Seminar / Laboratory	Teaching methods	Observations (time and bibliography)
1-14	Read and discuss case studies. Work on applications – exercises, comments etc.	Conversation, case study method, individual and team work, presentations, feed-back	2 hours (case studies from the course book and from the Romanian market)

**Bibliography****Compulsory reading:**

- Solomon, Marshall, Stuart, Barnes, Mitchell – Marketing. Real People, Real decisions, FT Prentice Hall, Pearson Education Limited 2009.

**Optional reading: recent (2020-2023)** articles brought at seminar or sent by mail

### 9. Bridging course content with the expectations of the community, professional associations and representative employers in the field of the program

On an annual basis, the course content is discussed with the representatives of the business environment, who hire or could hire graduates from this program, while students are required to provide feedback (on-line, anonymous) after each semester about the course structure, teaching methods, as well as strengths / weaknesses (after the final evaluation).

### 10. Evaluation



Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Allocation to the final grade (%)
10.4 Course	Theoretical and applied knowledge	midterm test (10%) and final exam (40%)	50
10.5 Seminar/ Laboratory	Applied / practical knowledge	reading and discussing case studies; preparing and presenting a project	50
10.6 Minimal performance standard			
Student reads recommended case studies and actively discusses them. Writes and presents the project. Knows and defines basic notions in the field.			

Date

25 september 2023

Course coordinator

Professor **Adriana ZAIȚ**, Ph.D.

Seminar coordinator

Lecturer **Patricea Elena Berteș**,  
PhDDate of approval in the department  
27 september 2023Head of department  
Professor **Andrei NEȘTIAN**, PhD