

## SYLLABUS

### 1. Data about the program of study

1.1 Institution	Technical University of Cluj-Napoca
1.2 Faculty	Faculty of Electronics, Telecommunications and information Technology
1.3 Department	Electric Power Systems and Management
1.4 Field of study	Electronic Engineering, Telecommunications and Information Technologies
1.5 Cycle of study	Bachelor of Science
1.6 Program of study / Qualification	Telecommunications Technologies and Systems/ Engineer Applied Electronics/Engineer
1.7 Form of education	Full time
1.8 Subject code	TST-E56.20/EA-E57.20

### 2. Data about the subject

2.1 Subject name	Marketing						
2.2 Subject area	Theoretical area Methodological area Analytic area						
2.3 Course responsible	Assoc.Prof. Anca Constantinescu-Dobra, Ph.D., anca.constantinescu @enm.utcluj.ro						
2.4 Teacher in charge with seminar / laboratory / project	N/A						
2.5 Year of study	IV	2.6 Semester	8	2.7 Assessment	C	2.8 Subject category	DC/DO

### 3. Estimated total time

3.1 Number of hours per week	2	of which: 3.2 course	2	3.3 seminar / laboratory	0
3.4 To Total hours in the curriculum	28	of which: 3.5 course	28	3.6 seminar / laboratory	0
Distribution of time					hours
Manual, lecture material and notes, bibliography					14
Supplementary study in the library, online specialized platforms and in the field					7
Preparation for seminars / laboratories, homework, reports, portfolios and essays					10
Tutoring					4
Exams and tests					2
Other activities: analyzing real businesses study cases					10
3.7 Total hours of individual study	47				
3.8 Total hours per semester	75				
3.9 Number of credit points	3				

### 4. Pre-requisites (where appropriate)

4.1 curriculum	
4.2 competence	

### 5. Requirements (where appropriate)

5.1. for the course	N/A
5.2. for the seminars / laboratories / projects	N/A

### 6. Specific competences

<b>Professional competences</b>	N/A
<b>Transversal competences</b>	CT1: Methodical analysis of the problems encountered in the activity, identifying the elements for which there are established solutions, thus ensuring the fulfillment of professional tasks. CT2: Defining the activities in each stage and distributing them to the subordinates with the complete explanation of the duties, according to the hierarchical levels. It ensures the efficient exchange of information and inter-human communication. CT3: Adaptation to new technologies, professional and personal development, through continuous training. Use of printed documentation sources, specialized software and electronic resources in Romanian and in (at least) one language of international circulation.

### 7. Discipline objectives (as results from the key competences gained)

7.1 General objective	Understanding, assimilating and using the basic concepts, principles, techniques of marketing
7.2 Specific objectives	<ol style="list-style-type: none"> <li>Understanding and acquiring the marketing orientation, the components of the marketing mix, the methods and techniques for collecting and processing marketing data, the methods of strategic analysis and determining the competitive advantage, the market segmentation and the purchasing decision criteria.</li> <li>Developing a marketing plan in which the product, price, distribution and promotion strategies are correlated.</li> </ol>

### 8. Contents

8.1 Lecture (syllabus)	Teaching methods	Notes
1. The role of marketing in large companies and small ones, as well as in society: high values for customers; long-term responsibility to the community, the whole society and the environment. Specific activities marketing	Exposure - multimedia means, interactivity by problematizing the concepts analyzed during the course, synectics, thematic strategic game, exemplification, problematization, didactic exercise,	
2. Conceptions of marketing in contemporary companies: Volume? Quality? Sales? Customer satisfaction?		
3. Analyze the marketing environment. Marketing micro- and macro-environment: suppliers, public, customers, economic, demographic, technological, ecological, legislative, cultural environment		
4. Marketing research: Research plan; techniques for collecting procedures; quantitative and qualitative method of analyzing a procedure; experimentation methods; the research report. Marketing information systems		
5. Planning the marketing strategy: creating and maintaining the balance regarding the objectives, resources and payment		

opportunities of their payments. Method of strategic analysis and joint activity.	case study, didactic film, formative evaluation			
6. Elaboration of the strategic plan to the strategy level: the whole company, divisions, strategic units and, respectively, even. Marketing plan				
7. Analyze the competition				
8. The purchasing decision process				
9. Market segmentation. Market segmentation criteria and methods				
10. Product policy. Product life cycle. Research and creation of a new products/services				
11. Product strategies during the life cycle stages of the cycle. Strategies for positioning the product on the market				
12. Price. Price policy objectives. The price and the constraint of the legislation on the price. Price policy: penetration policy and "skimming" policy				
13. Distribution of products. Choosing distribution channels. Management and control of distribution channels				
14. Marketing communication. Mechanisms of the communication process. Marketing communication mix: advertising, promotion, sales force, direct marketing, public relations				
<b>Bibliography</b>				
1. D. Catana, Gh. A. Catana, Fundamentals of Marketing, ed. UTPRES, 2009				
2. Gary Armstrong and Philip Kotler , Marketing: An Introduction, Student Value Edition Plus 2017 MyLab Marketing with Pearson eText -- Access Card Package (13th Edition)				
3. William M. Pride and O. C. Ferrell , Bundle: Marketing 2018, Loose-Leaf Version, 19th + MindTap Marketing,				
4. A. Constantinescu-Dobra, Marketingul produselor cosmetice, UTPRES, 2015				
5. A.Dib, Joel Richards , The 1-Page Marketing Plan: Get New Customers, Make More Money, And Stand Out From The Crowd				
<b>Online:</b>				
6. A. Constantinescu-Dobra, Marketing, 2020, <a href="http://www.marketing.utcluj.ro">www.marketing.utcluj.ro</a>				

**9. Bridging course contents with the expectations of the representatives of the community, professional associations and employers in the field**

The discipline content and the acquired skills are in agreement with the expectations of the professional organizations and the employers in the field, where the students carry out the internship stages and/or occupy a job (in the field of *IT, Electronics sales, acquisitions, R&D*), and the expectations of the national organization for quality assurance (ARACIS).

**10. Evaluation**

Activity type	10.1 Assessment criteria	10.2 Assessment methods	10.3 Weight in the final grade
10.4 Course	The level of acquired theoretical knowledge and practical skills	Answer to closed and open questions or Marketing plan made in teams by 5 members (only students who have attended at least 8 courses can choose)	100%
10.5 Seminar/ Laboratory	N/A		

### 10.6 Minimum standard of performance

Quality level:

*Minimum knowledge:*

*Knowledge of the marketing mix*

*Knowledge of the main strategies for the development of products and services in the field of electronics*

*Knowledge of the techniques of establishing the price according to the specificity of the product*

*To know the methods of communication with clients*

Minimum competences:

*To be able to apply techniques for evaluating the efficiency of products on the market*

*To perform a SWOT analysis*

*To be able to achieve a correct positioning depending on the segment of the chosen market and the analysis of the competition*

Quantitative level:

*The exam grade must be at least 5.*

Date of filling in:	Responsible	Title First Name SURNAME	Signature
29.09.2020	Course	Assoc. Prof. Anca Constantinescu-Dobra, Ph.D.	

Date of approval in the Department of Communications 30.09.20	Head of Communications Department Prof. Virgil DOBROTA, Ph.D.
Date of approval in the Council of Faculty of Electronics, Telecommunications and Information Technology 30.09.20	Dean Prof. Gabriel OLTEAN, Ph.D.