

## 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-E56.20

### 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					10
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	50				
3.8 Total hours per semester	78				
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

Professional competences	N/A
Transversal competences	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. Rolul marketingului în firmele mari, mijlocii și mici, precum și în societate: a contribui la creșterea firmei prin crearea unei valori înalte pentru clienți; a face firma responsabilă pe termen lung față de comunitate, întreaga societate și față de mediu. Activitățile specifice marketingului	Exposure - multimedia means, interactivity by problematizing the concepts analyzed during the course, synectics, thematic strategic game, exemplification, problematization,	
2. Concepte de marketing în firmele contemporane: Volum? Calitate? Vânzări? Satisfacția clientului?		
3. Analiza mediului de marketing al firmei. Micromediul și macromediul de marketing: furnizori, grupuri de interes, clienți, mediul economic, demografic, tehnologic, ecologic, legislativ, cultural		
4. Cercetarea de marketing: Planul cercetării; tehnici de colectare a datelor; metode cantitative și calitative de analiză a datelor; metode de experimentare; raportul asupra cercetării. Sisteme informaționale de marketing		

5. Planificarea strategică de marketing: crearea și menținerea echilibrului între obiective, resurse și oportunitățile de piață ale firmei. Metode de analiză strategică a activității firmei.	didactic exercise, case study, didactic film, formative evaluation			
6. Elaborarea planului strategic pe patru niveluri strategice: întreaga firmă, divizii, unități strategice și, respectiv, mărci. Planul de marketing				
7. Analiza concurenței				
8. Procesul de decizie al cumpărării				
9. Segmentarea pieței. Criterii și metode de segmentare a pieței				
10. Politica produsului. Ciclul de viață al produsului. Cercetarea și dezvoltarea noului produs				
11. Strategii de produs în funcție de etapele ciclului vieții. Strategii de poziționare a produsului pe piață				
12. Prețul. Obiectivele politicii de preț. Prețul și constrângerile legislației referitoare la preț. Politici de preț: politica de penetrare și politica de „smântânire”				
13. Distribuția produselor. Alegerea canalelor de distribuție. Managementul și controlul canalelor de distribuție				
14. Comunicarea de marketing. Mecanismele procesului de comunicare. Mixul comunicării de marketing: reclama, promovarea vânzărilor, forța de vânzare, marketing direct, relațiile publice				
<b>Bibliography</b>				
1. D. Catana, Gh. A. Catana, Fundamentals of Marketing, ed. UTPRES, 2009 – 30 exemplare				
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. Dobra Constantinescu, Marketingul produselor cosmetice, UTPRES, 2015				
5. Allan Dib, Joel Richards , The 1-Page Marketing Plan: Get New Customers, Make More Money, And Stand Out From The Crowd				
Online:				
6. Constantinescu Anca, 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		
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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 Surname NAME	Signature
13.09.2022	Course	Assoc. Prof. Anca Constantinescu-Dobra, Ph.D.,	
	Applications		

Date of approval in the Council of the Communications Department 13.09.2022	Head of Communications Department Prof. Virgil DOBROTA, Ph.D.
Date of approval in the Council of the Faculty of Electronics, Telecommunications and Information Technology 21.09.2022	Dean Prof. Ovidiu POP, Ph.D.