

# Transilvania University of Braşov, Romania

## Study program: Marketing Policies and Strategies

Faculty: Economics Science and Business Administration

Study period: 2 years (master)

Common Path

1<sup>st</sup> Year, 1<sup>st</sup> Semester

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Market Behavior	COPP	6	2	1	-	-

**Course description (Syllabus):** Individual consumer behaviour; Consumer and the marketing concept; Consumers and the marketing mix; Information research; Evaluation of alternatives, formation of attitudes, decision making; Factors influencing individual consumer behavior; Consumer psychology; A psychosocial model of behavior; Organizational consumer behavior; Organizational culture.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Advanced Microeconomics	MICRA	6	2	1		

**Course description (Syllabus):** Consumer behavior and market demand; The cost of time and the theory of consumer behaviour; Uncertainty and consumer decision making; Consumers, producers, and the efficiency of markets; Monitoring the corporation: corporate governance; Price discrimination; The free rider problem and pricing; Market behavior with asymmetric information; Pricing under uncertainty; Consumer and supplier behavior over time.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Modelling Economic Decisions	MODD	6	2		1	

**Course description (Syllabus):** Decision. Basic concepts. Decision activities for marketing; The modeling and simulation to support for economic decision; Formulating and solving linear programming models; Decision making using network optimization models; Inventory models. Techniques and application; Economic models solved by fuzzy techniques; Multi-attribute decision models; Monocriteria models in solving decision problems; Optimizing with QM (Quantitative Management).

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Business Applied Statistics	STAF	6	2	1		

**Course description (Syllabus):** The analysis of value indicators. Nominal and real indicators; Seasonal time series analysis. Measuring the seasonality; Forecasting the time series with seasonality; Cyclicity analysis. Decomposition method for predicting a complex phenomenon; Territorial series. Statistical indicators for analysis of territorial series; Territorial profile comparisons. Extrapolation in Territorial Profile; Multi-criteria ranking of the administrative-territorial units; Synthetic indicators of concentration. Measuring inequality of income distribution; Economic indicators of economic external transactions. Indicators of trade; Indicators of export-import activity in the company.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Academic ethics and integrity	ETIA	6	1	-	-	1

**Course description (Syllabus):** Norms and values in scientific research; Best practice in scientific research; Evaluation of information in scientific research; Academic research; Sources and references. Copyright principles; Plagiarism and scientific integrity; Law aspects in academic ethics.

## Path 1 - Marketing Policies in Trade

1<sup>st</sup> Year, 2<sup>nd</sup> Semester

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Strategic Marketing	MKS	5	2	1	-	-

**Course description (Syllabus):** Defining the concept of strategic analysis; Analysis of strategic situation; External environment analysis; Internal environment analysis Mission and objectives of the company; Strategic marketing mix; Product/services strategies; Price and tariff strategies; Distribution strategies; Promotion and communication strategies.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Qualitative Market Research Methods	METC	5	2	1		

**Course description (Syllabus):** Qualitative vs. quantitative marketing research; Qualitative research methods; Secondary data and case studies; Exploratory surveys; Qualitative studies- characteristics; Unstructured interviews; Semi-structured interviews; Structured interviews; Projective techniques; Mystery shopping technique.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
The European Marketing Environment	EME	5	2	1		

**Course description (Syllabus):** European Union and The Single Market; European Governance; Marketing in European Union – specific marketing elements in EU: the European marketing mix, marketing strategies in The Single Market; The European Marketing Environment: the internal and external micro-environment, the national macro-environment (demographic, economic, natural, technological, political, cultural and ecological components), the European macro-environment (demographic, economic, cultural, legislative and political components), the international macro-environment (international context, international organizations and international agreements).

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Marketing Policies And Strategies In Trade	POSTM	5	2	1	-	-

**Course description (Syllabus):** Marketing particularities in commerce; Information marketing in commerce; Studying the purchase behavior, the consumption behavior and the using behavior on retail market; Product policy for the retail company; Price policy and strategies for retail company; Location strategies for retail company; The particularities of communication mix for retail company.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Innovation Marketing	MKINO	5	2	1	-	-

**Course description (Syllabus):** Innovation process; characteristics of rapid innovators; barriers against innovation; Behavior of consumers' innovations; Factors modelling consumer behavior; diffusion of innovation; market behavior; characteristics of the future consumer; market segmentation; Marketing mix of innovation; Innovation in marketing research; marketing mix of innovation; innovation in marketing research; innovation in logistics; Marketing ethics; Ethics in product policy; ethics in pricing policy; ethics in promotion policy; ethics in distribution policy.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
International Trade	COMRT	5	2	1		

**Course description (Syllabus):** Trade globalization and international competitiveness; Trade policy: Definition and functions; Tariffs / customs measures; Non-tariff barriers; Arguments for free trade and for protectionism; The World Trade Organization (WTO).

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Financial Strategies in Business	STFINA	5	2	1	-	-

**Course description (Syllabus):** Financial indicators, structure of earnings rate (yield) on financial market; Binomial return-risk for different financial strategies for business; Analysis, forecasting, planning and financial control in the firm; Economic concepts on the market value of firm in relation with financial results; Financial strategies in the short term (financial policies); Strategies for resource allocation, restructuring and long-term financing.

## PATH 2 - Marketing Strategies

### 1<sup>st</sup> Year, 2<sup>nd</sup> Semester

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Marketing Strategies	SMKG	5	2	1	-	-

**Course description (Syllabus):** Defining the concept of strategic analysis; Analysis of strategic situation; External environment analysis; Internal environment analysis; Mission and objectives of the company; Strategic marketing mix; Product/services strategies; Price and tariff strategies; Distribution strategies; Promotion and communication strategies.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Qualitative Market Research	CCMK	5	2	1		

**Course description (Syllabus):** Qualitative vs. quantitative marketing research; Qualitative research methods; Secondary data and case studies; Exploratory surveys; Qualitative studies- characteristics; Unstructured interviews; Semi-structured interviews; Structured interviews; Projective techniques; Mystery shopping technique.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Quantitative Marketing Research	CERCAN	5	2	-	-	1

**Course description (Syllabus):** Quantitative marketing research; Objectives and hypotheses definition in quantitative marketing research; Descriptive research – survey; Questionnaire design in quantitative marketing research; Sample design – representative samples; Preliminary data analysis; Inferential statistic; Statistic tests for univariate analysis; Bivariate analysis; Statistic tests for bivariate analysis.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Marketing Strategies in International Affairs	SMKAI	5	2	1		

**Course description (Syllabus):** Globalization and regionalization. Base of the pyramid global strategy; Emerging economies; Globalization of SMEs; Global strategies; Global sourcing; Export strategies of companies from the emerging markets; Differences and similarities of the asian markets: Japan, Korea and China; The information industries; Strategic networks and the virtual corporation; Marketing across cultures: Islamic marketing.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Integrated Marketing Communication	COINMK	5	2	1		

**Course description (Syllabus):** The content and the importance of communications; the place of marketing communication in overall policy of the firm. Integrated marketing communication. Corporate identity, reputation and branding. Communication - connection between the organization and external environment; and the role of communication in the relationship with the staff; the communication in the relationship with external components of the medium. Brand capital plans and development of strategic communication in marketing. Strategies used in the marketing communication, promotional mix - advertising, public relations, sales promotions, direct marketing, personal sellings. Designing and implementing communication strategy of the firm; the co-ordinates communication strategy, the strategy for commercial communication; the strategy of corporate communication.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Marketing Policies and Strategies in Tourism	PSTMKT	5	2	1	-	-

**Course description (Syllabus):** Developing marketing policies and strategies in tourism. The marketing mix in tourism. The tourist product/service mix. Differentiation, segmentation, and target marketing strategies in tourism. Branding strategies in tourism. Building customer loyalty through quality. The pricing mix in tourism. The communication mix in tourism. The distribution mix in tourism. E-marketing strategies in tourism. Internal marketing strategies in tourism.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Marketing Policies in Services	PSTMKS	5	2	1		

**Course description (Syllabus):** Introduction to Services; The Product Policy; The Price Policy; The Distribution Policy; The Communication Policy.

## PATH 1 - Marketing Policies in Trade

### 2<sup>nd</sup> Year, 1<sup>st</sup> Semester

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
E-Marketing and Social Media Mix	EMSM	6	2			1

**Course description (Syllabus):** eMarketing versus traditional marketing; the availability, scope, interactivity, speed; "Weapons" that eMarketer has in his arsenal: SEO, PPC, ORM, WebPR; Content and opinion by blogging and podcasting; Search Engine Optimization; Affiliate Marketing; Web PR and Online Reputation Management; Online advertising; Conversion Optimization.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Aesthetics and Design of Goods	DEMF	6	2			1

**Course description (Syllabus):** General considerations on the aesthetics; The role of design and aesthetics goods trade activity; Genesis design; Elements of aesthetics goods; Color - defining aesthetic attribute of goods; Operational design and aesthetic valences goods; Eco-design the product restructuring.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
The Analysis of Marketing Data	ADMK	6	2			1

**Course description (Syllabus):** Data analysis in quantitative marketing research; Data collection and establishing data basis; Using SPSS in data analysis; Descriptive data analysis; Statistical indicators – sample indicators vs. population

indicators; Inferential statistic; Statistic tests for univariate analysis; Bivariate analysis; Statistic tests for bivariate analysis; Multivariate data analysis.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Practical Activity	APCSI	3	-	-	-	6

**Course description (Syllabus):** Market research; Environmental factors that influence an industry; Industry evolutions and trends; Market competition and competitive advantage; Critical analysis of the industry; Segmentation and targeting; Strategic objectives of the companies on the market; Market strategies; Marketing mix strategies; Future development of the industry.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Scientific Research Activity I -Strategies of the Marketing Mix	ACMII	5	-	-	-	2

**Course description (Syllabus):** Literature review regarding marketing mix strategies;Marketing plan; Marketing audit; SWOT analysis Defining objectives for marketing plan; Market strategies; Marketing mix strategies; Project presentations.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Social Marketing Policies	POLSOC	8	2	1	-	-

**Course description (Syllabus):** Country marketing policies; Administrative marketing policies; Career marketing policies; Neuromarketing policies; Educational marketing policies; Cultural marketing policies; Sports marketing policies; Environmental marketing policies; Policies for road safety marketing; Ecclesiastic (religious) marketing policies; Health marketing policies.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Information Technology in Trade and Marketing	TICM	8	2	-	-	1

**Course description (Syllabus)** Business models on the internet: definition, frameworks and design, examples and case studies. Types of internet marketing: history, classifications based on delivery methods, compensation methods, benefits. Search engine marketing and geo-targeting: SEO, Pay-per-click, search analytics, web analytics. Social media and social networks: SN platforms, strategies, user engagement, marketing techniques, tools for social media marketing. Email marketing: types, comparison to traditional mail, opt-in email advertising, legal requirements. Mobile advertising: SMS, push notifications, app- and in-game mobile marketing, location based systems. Privacy and security concerns: data transparency, data ownership, personalization and privacy conscious by default.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Scientific Research Activity I- Complex Projects Regarding the Research of Market Phenomena	ACSPRO	7	-	-	-	2

**Course description (Syllabus):** Literature review regarding an established research topic; Critical analysis of the literature; Conclusions and discussions; Further research directions; Project presentations

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Integrated Marketing Communication	COINMK	5	2	1		

**Course description (Syllabus):** The content and the importance of communications; the place of marketing communication in overall policy of the firm. Integrated marketing communication. Corporate identity, reputation and branding. Communication - connection between the organization and external environment; and the role of

communication in the relationship with the staff; the communication in the relationship with external components of the medium. Brand capital plans and development of strategic communication in marketing. Strategies used in the marketing communication, promotional mix - advertising, public relations, sales promotions, direct marketing, personal sellings. Designing and implementing communication strategy of the firm; the co-ordinates communication strategy, the strategy for commercial communication; the strategy of corporate communication.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Relationship Marketing	MKREL	5	2	1		-

**Course description (Syllabus):** Relationship marketing vs. transactional marketing ; Special relationships with the company's stakeholders; Customer loyalty; Exploratory surveys; The quality management system; Customer satisfaction; Measuring customer satisfaction; Continuous improvement of customer satisfaction; Research methods in relationship marketing.

## PATH 2 - Marketing Strategies

### 2<sup>nd</sup> Year, 1<sup>st</sup> Semester

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Multivariate Analysis of Marketing Data	AMDM	6	2			1

**Course description (Syllabus):** Univariate, bivariate and multivariate data analysis; Validation of multivariate models; Dependence vs. interdependence analysis; Linear Regression analysis; Discriminant analysis; General linear model; Principal Component analysis; Cluster analysis; Homogeneity analysis; Logistic regression.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Modern Forecasting Methods and Marketing Simulation	MMPSM	6	2			1

**Course description (Syllabus):** Simple descriptive techniques. Boxplots and ANOVA analysis in marketing. Classification of projections. Presentations of forecasts. Selection criteria for prediction methods. Probabilistic forecasting - estimating the distribution of future value. Autocorrelation and stationarity. Autocorrelation function. Testing the stationarity. Evolutionary behavior analysis: nonstationary series, stationary series. Types of tendency. Box-Jenkins methodology. Stationary random processes. Homogeneous nonstationary processes. Partial autocorrelation function. Studing the correlograms. Specification of ARIMA models. Exponential smoothing methods. Constant level models. Models with linear trend. Models with nonlinear trend: damped models, exponential models. Exponential smoothing models with seasonality.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Innovation Marketing	MKINO	5	2	1	-	-

**Course description (Syllabus):** Innovation process; characteristics of rapid innovators; barriers against innovation; Behavior of consumers' innovations; Factors modelling consumer behavior; diffusion of innovation; market behavior; characteristics of the future consumer; market segmentation; Marketing mix of innovation; Innovation in marketing research; marketing mix of innovation; innovation in marketing research; innovation in logistics; Marketing ethics; Ethics in product policy; ethics in pricing policy; ethics in promotion policy; ethics in distribution policy.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Practical Activity	APCSI	3	-	-	-	6

**Course description (Syllabus):** Market research; Environmental factors that influence an industry; Industry evolutions and trends; Market competition and competitive advantage; Critical analysis of the industry; Segmentation and

targeting; Strategic objectives of the companies on the market; Market strategies; Marketing mix strategies; Future development of the industry.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Scientific Research Activity II- Complex Projects Regarding the Research of Market Phenomena	ACSPRO	5	-	-	-	2

**Course description (Syllabus):** Literature review regarding an established research topic; Critical analysis of the literature; Conclusions and discussions; Further research directions; Project presentations

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Social Marketing Strategies/Politics	STRSOC	8	2	1	-	-

**Course description (Syllabus):** Country marketing strategies; Administrative marketing strategies; Career marketing strategies; Neuromarketing strategies; Educational marketing strategies; Cultural marketing strategies; Sports marketing strategies; Environmental marketing strategies; Strategies for road safety marketing; Ecclesiastic (religious) marketing policies; Health marketing strategies.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Internet Marketing	INTMK	8	2	-	-	1

**Course description (Syllabus):** Ecommerce on the internet. Electronic market mechanisms: forms, global trends, impact on markets, supply chain management, business applications. Social networks and portals: features, trends, use in organization for employees and marketing, issues, application domains. Mobile commerce and ecommerce privacy and security: available products and services, payment methods, Influence on youth markets. Search Engine Marketing: SEO, Pay-per-click, search analytics, web analytics. Display advertising: formats, video and audio, contextual and behavioral targeting. Mobile advertising: apps and in-game marketing, location based systems. Content, referral and email marketing: content and strategy, referral programs, email and newsletters.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Scientific Research Activity II- Complex Projects Regarding the Research of Market Phenomena	ACMIII	7	-	-	-	2

**Course description (Syllabus):** Literature review regarding an established research topic Critical analysis of the literature Conclusions and discussions Further research directions Project presentations

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Brand Strategies	STMAR	5	2	1		

**Course description (Syllabus):** Integrated marketing communication; Brand characteristics, benefits of branding; The strategic role of branding; The role of marketing communication in branding; Business to business branding; Brand equity; Corporate identity, reputation and branding; Brand capital plans and development of strategic communication in marketing.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Euromarketing	EUROMK	5	2	1		

**Course description (Syllabus):** Context of the appearance and meaning euromarketingului. The concept of euromarketing. Single Market - the field of action of euromarketingului. European Union in the context of world. European consumer. Competition in the single European market - competitive strategy. Legal framework, institutional and political in euromarketing. Marketing mix in euromarketing.