

# Transilvania University of Braşov, Romania

## Study program: Marketing

Faculty:	Faculty of Economics Science and Business Administration
Study period	3 years (bachelor)
Academic year structure	2 semesters (14 weeks per semester)
Examination sessions (two)	winter session (January/February) summer session (June/July)

Courses per years (C= course; S = seminar; L = laboratory; P = project)

### 1<sup>st</sup> Year

No. crt.	Course	Code	1 <sup>st</sup> Semester					2 <sup>nd</sup> Semester				
			C	S	L	P	Cred	C	S	L	P	Cred
01	Microeconomics	MI1	2	2			6					
02	Mathematics Applied in Economics	MAE1	2	2			5					
03	Basics of Economic Informatics	BIE1	2		2		5					
04	Non-food Products and Users Security	MNS1	2	1			4					
05	European Economy	EMO1	2	1			5					
06	Business Ethics	ETA1	1	1			3					
07	Macroeconomics	MA2						2	1			5
08	Economic Statistics	ST2						2	2			5
09	Food Products and Consumers Security	MAS2						2	1			3
10	Management	MN2						2	1			5
11	Basic Accountancy	BC2						2	1			5
12	Data Bases for Marketing	BD2						2		2		4
13	Academic writings	ETIA2						1				1
14	English 1/2	MLS1/2	1	1			2	1	1			2
	French 1/2	MLS1/2										
	German 1/2	MLS1/2										
	Spanish 1/2	MLS1/2										
15	Physical Education 1/2	EFS1/2		1			1		1			1

### 2<sup>nd</sup> Year

No. crt.	Course	Code	3 <sup>rd</sup> Semester					4 <sup>th</sup> Semester				
			C	S	L	P	Cred	C	S	L	P	Cred
01	Consumer Protection	PRC3	2	1			4					
02	Small Business Marketing	MMA3	2	1			5					
03	Commercial Management	MCO3	2	2			5					
04	Business Law	DAF3	2	1			5					
05	Marketing	MK3	2	2			5					
06	General Finances	FG4						2	1			5
07	Consumer Behaviour	COC4						2	2			6

08	Product and Brand Management	AE4						2	1			5
09	International Marketing	MKI4						2	2			5
10	Agri-food Marketing	MAA3	2	2			4					
	Business to Business Marketing	BBM3										
11	Marketing Simulations	SM4						2	2			4
	Direct Marketing	MD4										
12	English 3/4	MLS3/4	1	1			2	1	1			2
	French 3/4	MLS3/4										
	German 3/4	MLS3/4										
	Spanish 3/4	MLS3/4										
13	Physical Education 3/4	EFS3/4		1			1		1			1
14	Internship	PR4									6	3

### 3<sup>rd</sup>Year

No. crt.	Course	Code	5 <sup>th</sup> Semester					6 <sup>th</sup> Semester					
			C	S	L	P	Cred	C	S	L	P	Cred	
01	Marketing Research	CEM5	2	2		2	6						
02	Public Relations	RP5	2	2			5						
03	Promotion Techniques	TPR5	2	2			5						
04	Sales Techniques	TV5	2	2			5						
05	Service Marketing	MKS5	2	2			5						
06	Goods Logistic	LMF6						2	2				5
07	Marketing	MKT6						2	2				5
08	Social and Politic Marketing	MKP6						2	2				5
09	Marketing Projects	PRM6						2	2				5
10	Researches for Diploma Project	ELL6										5	5
11	Marketing Information Analysis	AIN5	2	2			4						
	Marketing Information Systems	SIM5											
12	Sales Force Management	GFV6						2	1				5
	Cybermarketing	CYB6											