

# COURSE SYLLABUS

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|-----------------------|--|
| <b>University</b>     | <b>UNIVERSITY OF ORADEA</b>  |
| <b>Faculty</b>        | <b>FACULTY OF ENERGY ENGINEERING AND INDUSTRIAL MANAGEMENT</b>                           |
| <b>Study program*</b> | <b>QUALITY MANAGEMENT AND CONSUMER'S PROTECTION IN THE FIELD OF TEXTILES AND LEATHER</b> |

## I. Course Name: COMMUNICATION POLICIES IN THE RELATIONSHIP WITH THE CONSUMER

### II. Course Details

| Code      | Semester | No of hours/week |         |         |            |         |
|-----------|----------|------------------|---------|---------|------------|---------|
|           |          | Credits          | Lecture | Seminar | Laboratory | Project |
| IEMI 0359 | 2        | 4                | 1       | 1       | -          | -       |

### III. Course coordinator (title, name, surname, e-mail):

### IV. Course objectives

The most successful marketing campaigns are those that achieve the highest level of communication and interaction with target audience. This requires knowledge of customers, their behavior, psychology and decision-making processes on one side, and available marketing communication instruments and technologies on the other side.

This course aims to provide students with comprehensive understanding of the fundamentals of strategies, tools and concepts from multiple marketing and business disciplines needed to design and implement various communication approaches between enterprise and consumers.

The course also focuses on the basic concepts of ethics and its role in business, entrepreneurship and economy which will allow students to become familiar with the benefits of corporate social responsibility in the context of globalized economic and social relations.

| V. Course content  | No. of hours |
|--|--------------|
| <b>V.1. Lecture (chapters/subchapters and paragraphs)</b>  |              |
| CONSUMER BEHAVIOR  | 2            |
| THE COMMUNICATION PROCESS - MODELS AND TYPES OF COMMUNICATION  | 2            |
| THE PROMOTIONAL MIX  | 1            |
| THE ADVERTISING COMMUNICATION  | 3            |
| SPONSORSHIP AS A COMMUNICATION TOOL  | 1            |
| PUBLIC RELATIONS AS PART OF INTEGRATED COMMUNICATION OF AN ENTERPRISE-CONSUMER   | 1            |
| SALES FORCE MANAGEMENT   | 1            |
| THE ROLE OF BUSINESS ETHICS IN RELATIONSHIPS WITH CUSTOMERS  | 3            |
| <b>V.2. Seminar:</b>   |              |
| Consumer behavior  | 1            |
| The factors which influence consumer behaviour   | 1            |
| Consumer decision process  | 1            |
| The communication process - models of communication  | 1            |
| The communication process - types of communication   | 1            |
| The promotional mix  | 1            |
| Types of Advertising Media Channels  | 2            |
| Advantages and Disadvantages of Various Advertising Media  | 1            |
| Sponsorship as a communication tool  | 1            |
| Public relations as part of integrated communication of an enterprise-consumer   | 1            |
| Sales force management   | 1            |
| The role of business ethics in relationships with customers –Ethical issues Relating to Product and pricing strategy                       | 1            |
| The role of business ethics in relationships with customers - Ethical issues associated with product promotion strategies and distribution | 1            |

### VI. Bibliography

1. Smith and Ze Zook (2015), Marketing Communications: Offline and Online Integration, Engagement and Analytics by PR, 6th edition, Publisher: Kogan Page
2. Vikram Bisen, Priya (2009), Business Communication. New Age International Publishers
3. Alison Theaker (2002), The Public Relations Handbook. Taylor & Francis e-Library
4. Belch, George E., and Michael A. Belch. (1998), Advertising and Promotion: An Integrated Marketing Communication Perspective. 4th ed. Boston: Irwin/McGraw-Hill.
5. Ferrell, O.C., Fraedrich, John, and Ferrell, Linda (2010). Business Ethics, Ethical Decision Making & Cases, 8th Edition. Boston, MA: Prentice Hall.
6. The Relationship Between Consumer Rights and Business Ethics, <https://www.universalclass.com/articles/business/the-relationship-between-consumer-rights-and-business-ethics.htm>
7. Charles M. Mayo, MARKETING COMMUNICATION, <https://www.referenceforbusiness.com/management/Log-Mar/Marketing-Communication.html>
8. Hitesh Bhasin, Marketing Communication: Meaning & Types of Marketing Communication <https://www.marketing91.com/marketing-communication/>
9. M.T. Wroblewski , What Are the Six Major Modes of Communication in Marketing? <https://smallbusiness.chron.com/six-major-modes-communication-marketing-65083.html>
10. <https://www.pkotler.org/>
11. 27 Lessons from Philip Kotler, the father of Modern Marketing, to apply to your Online Marketing Strategies, <https://postcron.com/en/blog/philip-kotler-advice-for-online-marketing/>
12. Cuc, S., Tripa, S. (2015), Comunicare managerială – exerciții, teste, studii de caz, Editura Universității din Oradea.
13. Tripa, S. - Politici de comunicare în relația cu consumatorul – note de curs
14. Tripa, Simona - Industria romaneasca de textile si imbracaminte – prezent și perspective, Editura Universitatii din Oradea, 2010

## VII. Grading criteria

| Activities | Assesment   | % of final grade |
|------------|---|------------------|
| Exam       | Written exam: The evaluation of the students will be done by taking a written exam that will include 10 subjects, for the solution of which they have 1 hour.<br>1. Requirements in order to get the minimum grade for passing the exam - solve 5 subjects correctly<br>2. Requirements for the maximum grade - solve 10 subjects correctly | 60%              |
| Seminar    | The evaluation of the seminar activity is made based on the way of active participation in the debates (10%) and the reference prepared and presented by the student (30%).   | 40%              |

## VIII. Learning outcomes:

After completing this course, students will:

- Have a firm understanding of different marketing communication concepts, strategies, tools and technologies
- Learn how to research and gather key information for planning a successful marketing campaign
- Understand the differences of marketing communication channels and technologies
- Understanding the basic concepts of ethics and its role in business, entrepreneurship and economy

Course coordinator,  
Assoc.Prof. Phd. Simona Tripa