

COURSE SYLLABUS

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|-----------------------|--|--|--|--|--|--|
| University | UNIVERSITY OF ORADEA | | | | | |
| Faculty | FACULTY OF ENERGY ENGINEERING AND INDUSTRIAL MANAGEMENT | | | | | |
| Study program* | INDUSTRIAL ECONOMICS ENGINEERING | | | | | |

I. Course Name: Marketing

II. Course Details

| No of hours/week | | | | | | |
|------------------|----------|---------|---------|---------|------------|---------|
| Code | Semester | Credits | Lecture | Seminar | Laboratory | Project |
| IEMI 0156 | IV | 4 | 2 | 2 | - | - |

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

Lecturer Phd, Nicoleta Andreeșcu, nandreeescu@uoradea.ro

IV. Course objectives

Abilities to analyze and interpret the market and the interaction of its components;
 Abilities to logically structure and apply the content of the knowledge acquired in the Marketing discipline in the specialization obtained through undergraduate studies;
 Knowledge, skills and attitudes necessary for managerial activities from the perspective of orienting the entire activity in accordance with market requirements;
 Ability to investigate and solve problems specific to the future profession in the context of applying marketing knowledge.

V. Course content

No. of hours

V.1. Lecture (chapters/subchapters and paragraphs)

| | |
|---|---|
| Marketing in economic theory and practice: definitions and comments, basic concepts in marketing, marketing characteristics, marketing functions, strategy and its role in marketing, marketing mix. | 4 |
| Market: definition and participants, market environment, estimation indicators, spatial distribution and market segmentation, marketing policies. | 4 |
| Product policy: concept, levels of creation, product hierarchy and classification, positioning, differentiation, substitutability and product packaging, brand policy, product life cycle, product range, product strategies. | 6 |
| Price policy: price as a marketing tool and the objectives of price policy, price formation, price policy and competition, methods of setting the selling price, price strategies. | 6 |
| Distribution policy: content, role and functions, definition, role, characteristics and functions of intermediaries, distribution channels and their structure, distribution strategies. | 4 |
| Communication policy: means and techniques of communication, sales force. | 4 |
| V.2. Laboratory/Seminar/Project: | |
| 1. Marketing functions, strategy and its role in marketing, marketing mix. | 4 |
| 2. Estimation indicators, spatial distribution and market segmentation. | 4 |
| 3. Product policy | 4 |
| 4. Price policy. | 4 |
| 5. Distribution policy | 4 |
| 6. Promotion policy | 4 |
| 7. Essential aspects of marketing ethics. | 4 |

VI. Bibliography

1. Kotler, Philip, *Principiile marketingului*, Editura: [TEORA](#), Ed. 4, 2008.
2. Coldfelter, Richard, *Retail Buying, from basics to fashion*, Fourth Edition, Bloomsbury Publishing Inc, Fairchild Books, 2018
3. Foltean, F., Lădar, L., §.a. – *Marketing*, Timișoara, 2003, (disponibil la biblioteca universității (15 ex.));
4. Balaure, V. (coordonator) - *Marketing*, Editura Uranus, București, 2006, (disponibil la biblioteca universității (10 ex.))
5. Catoiu, I., *Cercetari de marketing – tratat*, Ed. Uranus, Bucuresti, 2009
6. Andreeșcu N., *Marketing, Note de curs, 2025*, disponibil online: <https://e.uoradea.ro/user/view.php?id=3009&course=7375>

VII. Grading criteria

| Activities | Assesment | % of final grade |
|----------------------------|---|------------------|
| Exam | Written exam: 1. Requirements in order to get the minimum grade for passing the exam: • assimilation - at a reproductive level - of the fundamental concepts that were used in the treatment of course topics; • knowledge of the fundamental aspects of marketing policy and the strategic approach to the market; treatment of exam topics at a reproductive level. 2. Requirements for the maximum grade • assimilation - at an analysis and interpretation level - of the fundamental concepts that were used in the treatment of course topics; • demonstration of the ability to relate/integrate the assimilated information in diagnosing and solving marketing problems in the activity of economic agents, capitalizing on the assimilated knowledge in the creative solution of exam topics.60% resolution of each requested topic. | 50% |
| Seminar/Laboratory/Project | The evaluation of the seminar activity is based on the papers (40%) and on the method of active participation in debates (10%). | 50% |

VIII. Learning outcomes:

The ability to operate with the concepts specific to the subject studied;

The ability to apply theoretical knowledge in practice;

Students' acquisition of the main concepts, methods and tools specific to marketing, knowledge of environmental analysis and market research techniques, development of the marketing mix and appropriate policies.

Course coordinator,
Nicoleta Andreescu