

SYLLABUS

1. Data about the program of study

1.1 Institution	The Technical University of Cluj-Napoca
1.2 Faculty	Faculty of Automation and Computer Science
1.3 Department	Computer Science
1.4 Field of study	Computer Science and Information Technology
1.5 Cycle of study	Bachelor of Science
1.6 Program of study/Qualification	Computer science/ Engineer
1.7 Form of education	Full time
1.8 Subject code	49.1

2. Data about the subject

2.1 Subject name	Marketing				
2.2 Course responsible/lecturer	Lector dr. Veronica Maier – veronica.maier@enm.utcluj.ro				
2.3 Teachers in charge of seminars/ laboratory/ project					
2.4 Year of study	IV	2.5 Semester	1	2.6 Type of assessment (E - exam, C - colloquium, V - verification)	C
2.7 Subject category	DF – fundamentală, DD – în domeniu, DS – de specialitate, DC – complementară				DC
	DI – Impusă, DOp – opțională, DFac – facultativă				DOp

3. Estimated total time

3.1 Number of hours per week	2	of which:	Course	2	Seminars		Laboratory		Project	
3.2 Number of hours per semester	28	of which:	Course	28	Seminars		Laboratory		Project	
3.3 Individual study:										
(a) Manual, lecture material and notes, bibliography										6
(b) Supplementary study in the library, online and in the field										8
(c) Preparation for seminars/laboratory works, homework, reports, portfolios, essays										4
(d) Tutoring										2
(e) Exams and tests										2
(f) Other activities:										-
3.4 Total hours of individual study (suma (3.3(a)...3.3(f)))							22			
3.5 Total hours per semester (3.2+3.4)							50			
3.6 Number of credit points							2			

4. Pre-requisites (where appropriate)

4.1 Curriculum	Not the case
4.2 Competence	Not the case

5. Requirements (where appropriate)

5.1. For the course	The existence of multimedia equipment
5.2. For the applications	Not the case

6. Specific competence

6.1 Professional competences	<p>C5 – Designing, managing the lifetime cycle, integrating and ensuring the integrity of hardware, software and communication systems (2 credits)</p> <p>C5.1 – Specifying the relevant criteria regarding the lifetime cycle, quality, security and computing system’s interaction with the environment and human operator</p> <p>C5.2 – Using interdisciplinary knowledge for adapting the computing system to the specific requirements of the application field</p> <p>C5.3 - Using fundamental principles and methods for ensuring the security, the</p>
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	<p>safety and ease of exploitation of the computing systems</p> <p>C5.4 – Adequate utilization of quality, safety and security standards in information processing</p> <p>C5.5 – Realization of a project including problem identification and analysis, design and development, while proving the understanding of the basic quality needs and requirements</p>
6.2 Cross competences	CT1 – Honorable, responsible, ethical behavior, in the spirit of the law, in order to ensure the professional reputation (1 credit)

7. Discipline objective (as results from the *key competences gained*)

7.1 General objective	Understand, assimilate and use of basic marketing concepts, principles and techniques
7.2 Specific objectives	Understand the marketing orientation, the components of the marketing mix, the methods and techniques for collecting and processing marketing data, the strategic analysis determining the competitive advantage, the market segmentation and the buying decision criteria.

8. Contents

8.1 Lectures	Hours	Teaching methods	Notes
Marketing role in companies and in society: to take part to the company growth through creation of a high value for customers; to make the company responsible on the long range to community, whole society and environment	2	<ul style="list-style-type: none"> • multimedia presentation, interactivity by exemplifying the presented concepts, • using the questions-answer method during the course, • discussing case studies, • playing thematic strategy game, • interactive lectures; • presenting marketing plan 	
Marketing concepts (philosophy). The value chain and customer satisfaction	2		
Company's marketing environment. Micro and macro environment: suppliers, interest groups, customers, economic, demographic, technologic, natural, legal, cultural environment	2		
Marketing research: research plan, data collection; data analysis quantitative and qualitative techniques; experiments; research report. Marketing information systems	2		
Marketing strategic planning: creating and maintaining the balance between the company objectives, resources and market opportunities. Methods of strategic analysis	2		
Development of the company's marketing plan	2		
Consumer behavior analysis: patterns of behavior	2		
Buying decision process & Demand forecasting	2		
Market segmentation. Criteria and methods of market segmentation	2		
Product policy. Product life cycle. Researching and developing new products	2		
Product strategies for the life cycle stages. Positioning strategies	2		
Pricing. Pricing policy objectives. Pricing and legal constraints. Pricing policies: market penetration and market skimming	2		
Product distribution. Choosing the distribution channels. Managing and controlling the distribution channels	2		
Marketing communication. Communication process. Marketing communication mix: advertising,	2		
<p>Bibliography</p> <ol style="list-style-type: none"> 1. D. Catana, Gh. A. Catana, Fundamentals of Marketing, UTPRES, 2009 2. Gh. A. Catana, A. Dobra Constantinescu, Marketing in powerpoint, UTPRES, 2004 3. McDonald, The Marketing Book: A Marketing Plan for Your Business Made Easy Via Think / Do / Measure, 2019 Edition, Stanford Continuing Studies, Ed JM Internet 4. Kotler Ph., Armstrong G., Saunders J., Wong V. - Principles of Marketing (17th Edition), Pearson, 2018 5. Jason McDonald, MARKETING MADE EASY - Step by Step to a Marketing Plan for Your Business, CreateSpace Independent Publishing Platform, 2018 			

6. Nedelea A. M. , Cercetarea de marketing, 2017, Ed. Economica
7. David Meerman Scott -How to Use Content Marketing, Podcasting, Social Media, AI, Live Video, and Newsjacking to Reach Buyers Directly, 7-th edition, 2020, Ed John Wiley & Sons Inc
8. D. OGILVY, Confesiunile unui om de publicitate, 2009, ed Humnaitas
9. D. Miller, Building a StoryBrand: Clarify Your Message So Customers Will Listen, 2017, HarperCollins Leadership;
10. S. Godin, This is Marketing: You Can't Be Seen Until You Learn To See, 2018, Penguin

8.2 Applications – Seminars/Laboratory/Project	Hours	Teaching methods	Notes
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Bibliography			
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**Se vor preciza, după caz: tematica seminariilor, lucrările de laborator, tematica și etapele proiectului.*

9. Bridging course contents with the expectations of the representatives of the community, professional associations and employers in the field

In order to provide the content for the lecture and establish the method of the teaching / learning process the professor organizes meetings with marketers, who speak to students about the needs and expectations of employers in the area.

10. Evaluation

Activity type	Assessment criteria	Assessment methods	Weight in the final grade
Course	The students have the opportunity to have a written exam based on open ended and closed questions, or an oral exam by presenting a marketing plan that they have developed for a real or fictional company in teams of max. 4 students	Written exam or oral exam	100%
Seminar			
Laboratory			
Project			
Minimum standard of performance: Requirement for the credits: N>5			

Date of filling in:	Titulari	Titlu Prenume NUME	Semnătura
	Course	Assist. Prof. Veronica Maier, PhD	
	Applications	-	

Date of approval in the department	Head of department Prof.dr.ing. Rodica Potolea
Date of approval in the Faculty Council	Dean Prof.dr.ing. Liviu Miclea