

COURSE OUTLINE

COURSE TITLE	MARKETING	CODE:
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YEAR OF STUDY	SEMESTER	COURSE STATUS (C-COMPULSORY/O-OPTIONAL/E-ELECTIVE)	C
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NUMBER OF HOURS PER WEEK				TOTAL NUMBER OF HOURS PER SEMESTER	TOTAL NUMBER OF SELF-STUDY HOURS	CREDITS	TYPE OF ASSESSMENT (MT-MID-TERM, O-ORAL EXAM, M-MIXED)	LANGUAGE OF TEACHING
C	S	L	Pr.					
2	2			56		5	M	EN

COURSE COORDINATOR	ACADEMIC TITLE, FIRST NAME, LAST NAME	DEPARTMENT
	PROFESSOR, PH D, ADRIANA ZAIT	BUSINESS ADMINISTRATION

PREREQUISITE COURSES	-
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COURSE OBJECTIVES	<p>Main objective: a broad vision concerning marketing concepts.</p> <hr/> <p>SPECIFIC OBJECTIVES: <u>KNOWLEDGE</u>, <u>ABILITIES</u> AND/OR <u>COMPETENCIES</u></p> <p>i) <u>Cognitive competencies (knowledge)</u> <i>market, market indexes, market segmentation, consumer behavior, marketing mix, organizing and planning in marketing.</i></p> <p>ii) <u>Functional competencies (abilities and competencies: applying knowledge to a particular context)</u> - market definition (socio/psycho/demo profile); - sought advantages identification; - consumer behavior factors identification; - designing marketing mix: <i>product, price, promo, placement.</i></p> <p>iii) <u>Personal competencies</u> - integration within a marketing department and/or having a "marketing based" dialogue with.</p> <p>iv) <u>General competencies</u> - commercial thinking; - commercial attitude.</p>
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COURSE OUTLINE	NAME OF CHAPTER/ TOPIC	No. of hours
	1. Marketing horizons –concepts, perspectives	2
	2. The Market	2
	3. Marketing Research	2
	4. Consumer Behavior	4
	5. Product	4
	6. Price	4
	7. Promotion	4
	8. Placement	4
	9. Organizing and planning in marketing	2
SEMINAR/LAB TOPICS	<ul style="list-style-type: none"> - The Market - Market segmentation - Consumer Behavior - Product - Price - Promotion - Placement 	
TEACHING METHODS	<ul style="list-style-type: none"> - Power Point lectures - Case studies 	

BIBLIOGRAPHY	<ol style="list-style-type: none"> 1. KOTLER, Ph, <i>Marketing Management</i>, HARDCOVER, <u>2008</u>; 2. KOTLER, Ph, <i>Principles of Marketing</i>, HARDCOVER, <u>2007</u>.
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ASSESSMENT	TERMS	<ul style="list-style-type: none"> - 90% seminar participation at least; - seminar project of a 5 grade at least (on a scale from 1 to 10); - course test of a 5 grade at least (on a scale from 1 to 10);
	CRITERIA	<ul style="list-style-type: none"> - marketing knowledge mastery - marketing attitude
	TYPES	<ul style="list-style-type: none"> - seminar project - seminar project presentation - course tests - final exam
	FINAL GRADE FORMULA	FINAL GRADE = 40% * SEMINAR + 20% * COURSE + 40% * FINAL EXAM