Academic course description – Example

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| BACHELOR ‘S PROGRAMME**TRANSLATION AND TERMINOLOGY**1ST YEAR OF STUDY, 2nd SEMESTER |

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| **Course title** | | **GIS Instruments for Geomarketing** |
| Course code | | JGMT1208 |
| Course type | | full attendance/ tutorial |
| Course level | | 2nd cycle (master’s degree) |
| Year of study, semester | | 1st year of study, 2nd semester |
| Number of ECTS credits | | 6 |
| Number of hours per week | | 3 (1 lecture hour + 2 seminar hours) |
| Name of lecture holder | | Lecturer Alexandru RUSU |
| Name of seminar holder | | Lecturer Alexandru RUSU |
| Prerequisites | | Advanced level of English |
| A | **General and course-specific competences** | |
|  | **General competences**:   * Acquiring the adequate professional and transversal competencies, according to the specific requirements of the subject and the qualifications listed in the National Index of Higher Education Qualifications (RNCIS) for Geomatics   **Course-specific competences**:   * Display the theoretical and methodological aspects of geomarketing * Describes correctly the necessary steps in implementing geomarketing analysis | |
| B | **Learning outcomes** | |
|  | * Use GIS tools for territorial analysis of economic performance at company level * Calculate service areas and market potential at regional level * Analyze the impact of economic competitors on sales territories * Develop a geomarketing study | |
| C | **Lecture content** | |
|  | Introduction to geomarketing.  Fundamental concepts in geo-marketing  Geo-marketing and Geography (geo-marketing and space marketing)  Spatial aspects of demand: spatial behavior of consumers.  Spatial aspects of demand: spatial differentiation of consumers' lifestyles.  Geo-marketing of demand  Spatial aspects of the offer: spatial behavior of commercial agents.  Spatial aspects of the offer: location of commercial infrastructures.  Geo-marketing of the offer.  Spatial analysis of prices.  Spatial analysis of advertising.  Conventional forms of geo-marketing.  Unconventional forms of geo-marketing.  Geo-marketing and space scales.  GIS and geo-marketing - technologies, suppliers, users. | |
| D | **Recommended reading for lectures** | |
|  | 1. Cliquet, G., ed., (2006) -  **Geomarketing.** Methods and Strategies in Spatial Marketing, ISTE Ltd., London (UK) / Newport Beach (US) 2. Latour, Ph., Le Floc, J., (2001) - **Le géomarketing**, Editions d'Organisation, Paris 3. Groza, O. (2005) - **Bazele teoretice ale planificării teritoriale**, UAIC, Iaşi 4. Pumain, D.; Saint Julien, Th., 1997 – **L’Analyse spatiale. Localisations dans l’espace**, A. Colin, Paris 5. Pumain, D.; Saint Julien, Th., 2001 – **Les interactions spatiales**, A. Colin, Paris | |
| E | **Seminar content** | |
|  | Introduction to geo-marketing  Collection and management of data necessary for geo-marketing-geometry analyzes  Collection and management of data needed for geo-marketing analyzes - databases  Drawing up spatial databases and their exploitation through geo-marketing techniques  Spatial analysis tools dedicated to geo-marketing studies  Territorial sales planning. Customer segmentation techniques.  Visualization and analysis of space competition. Huff's model.  Exploring territorial strengths in the process of locating a sales department.  GIS solutions for location-allocation problems.  GIS solutions for advertising  GIS solutions and spatial analysis tools usable in the decision-making process (implantation, relocation, management of sales territories)  Strategies for exposing and visualizing the results produced by geo-marketing analyses  Case study. Synthesis of the main lecture items: analysis, segmentation, planning, location, competition estimation.  Major actors at GIS level and geo-marketing applications / programs | |
| F | **Recommended reading for seminars** | |
|  | 1. Latour, Ph., Le Floc, J., (2001) - **Le géomarketing**, Editions d'Organisation, Paris  2. <http://resources.arcgis.com/en/communities/business-analyst/index.html>  3. <http://www.master-geomarketing.com/presentation/axes.html>  4. <http://geomarketing.ca/category/connaissances-generales/>  5. O. Groza, (2005) - **Bazele teoretice ale planificării teritoriale**, UAIC, Iaşi | |
| G | **Education style** | |
| learning and teaching methods | | Lecture, didactic explanation, heuristic coversation |
| assessment methods | | Examination + Seminar Grades |
| Language of instruction | | English |