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
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| 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
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| C | **Lecture content** |
|  | Introduction to geomarketing.Fundamental concepts in geo-marketingGeo-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 demandSpatial 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
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| E | **Seminar content** |
|  | Introduction to geo-marketingCollection and management of data necessary for geo-marketing-geometry analyzesCollection and management of data needed for geo-marketing analyzes - databasesDrawing up spatial databases and their exploitation through geo-marketing techniquesSpatial analysis tools dedicated to geo-marketing studiesTerritorial 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 advertisingGIS 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 analysesCase 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, Paris2. <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 |