

SYLLABUS

1. Information regarding the program

1.1 Higher education institution	UNIVERSITY OF ORADEA
1.2 Faculty	FACULTY OF ECONOMIC SCIENCES
1.3 Department	MANAGEMENT-MARKETING DEPARTMENT
1.4 Field of study	MANAGEMENT
1.5 Cycle of study	CYCLE II – MASTER
1.6 Program of study /Degree	ADVANCED MANAGEMENT/ MASTER DEGREE

2. Information regarding the discipline

2.1 Name of discipline	Marketing Management						
2.2 Course titleholder	Lecturer Teodora Mihaela TARCZA, Ph.D.						
2.3 Seminar titleholder	Lecturer Teodora Mihaela TARCZA, Ph.D.						
2.4 Year of study	I	2.5 Semester	1	2.6 Type of assessment	Ex	2.7 Type of discipline	I

(I) Compulsory; (O) Elective; (F) Facultative

3. Estimated total time (hours/semester of activities)

3.1 Number of hours/week	2	out of which: 3.2 course	1	3.3 seminar	1
3.4 Total of hours in the Curriculum	28	out of which: 3.5 course	14	3.6 seminar	14
Distribution of hours:					122
Studying the workbook, course book, bibliography and notes					28 hours
Supplementary documentation in the library, on electronic specialty sites and in the field					14 hours
Preparing seminars/laboratories, themes, projects, portfolios and essays					14 hours
Tutorship					4 hours
Assessment activities					4 hours
Other activities: Developing the Marketing Plan.					58 hours
3.7 Total hours of individual study	122				
3.9 Total hours/semester	150				
3.10 Number of credits	6				

4. Pre-requisites (if applicable)

4.1 Curriculum	-
4.2 Skills	-

5. Conditions (if applicable)

5.1. concerning the course activities	Projector, whiteboard, internet acces
5.2. concerning the seminar/laboratory activities	Projector, whiteboard, internet acces

6.1. Specific skills acquired

Professional skills	C1 – Knowledge of management theories, business strategies, organisational structures C3 - Competence in advising improvement, recommending strategies C7 - Skill to plan, execute, monitor, close projects C11 - Competence in use of ICT tools for supply chain, cost analysis
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Transversal Skills	CT1 - Interpersonal skills CT2 - Ethical judgement CT4 - Cultural awareness CT8 - Communication (writing reports, presenting findings)
Skills/ Competencies ESCO	▪ Skills to analyze business performance, apply strategic models, evaluate data ▪ Competence in advising improvement, recommending strategies ▪ Ethical judgement ▪ Empathy ▪ Organizational & planning skills ▪ Critical thinking ▪ Communication (writing reports, presenting findings) ▪ Teamwork and collaboration

6. 2. Expected learning outcomes	
Knowledge	• The student/graduate demonstrates advanced knowledge of organizational management, strategic management, human resources management, marketing, finance, supply chain, and information systems. The student/graduate critically understands theories, models, and methodologies in management and their interdisciplinary connections (ICT, ethics, cross-cultural studies, entrepreneurship). • The student/graduate uses professional terminology and conceptual frameworks for effective academic and professional communication.
Skills	▪ The student/graduate develops skills in using management systems, methods and techniques to solve complex economic-managerial problems within organizations. ▪ The student/graduate uses ICT and data analysis tools to support evidence-based managerial decision-making.
Responsibility and autonomy	▪ The student/graduate demonstrates the ability to analyze and synthesize in order to make optimal decisions within the organization using modern management methods. ▪ The student/graduate coordinates and leads professional teams, ensuring compliance with ethical, intercultural, and social responsibility standards.

6.3. Objectives of discipline (resulting from the grid of specific skills acquired)

6.3.1 General objective of discipline	• Understanding the concepts specific to the management of marketing activity in an organization. • Developing skills for the use of marketing toolbox taught in order to increase the marketing performance of organizations.
6.3.2 Specific objectives	• Knowledge of how the Organization should apply the principles of marketing in the current practice of management in order to improve its performance. • Designing and implementing a marketing information system to enable performing a thorough SWOT analysis. • Developing the ability to design and implement a marketing plan. • Developing the ability to analyse the effectiveness of implementing a marketing plan. • Developing the ability to design a performant program of Customer Relationship Management (CRM).

7. Contents

7.1 Course (C)	Teaching methods	Observations
1. Let us know each other. Course syllabus presentation. Introduction to the specific contemporary marketing philosophy.	Lecture, problem-solving, debate, deduction, illustration, study case, invited guest from the business environment.	
2. Marketing in the 21st century – role and importance, evolution and areas of application.		
3. Holistic Marketing.		
4. Marketing plan – planning tool in the marketing business.		
5. Marketing plan – planning tool in the marketing business.		
6. Marketing informational system.		
7. Segmentation, targeting, positioning – premise of brand identity.		
8. The product – the core element of the marketing mix.		
9. The Price – the only P of the marketing mix that generates revenue.		
10. Placement – faster, more convenient, cheaper.		
11. Promotion – communicating the value to the client.		
12. Relational Marketing		
13. Experiential Marketing.		
14. Measuring the effectiveness of marketing.		
Bibliography		
1. Remus Roșca, Adela Popa, Alexandru Ion, The Management of Marketing Activity – lecture notes, Oradea 2013.		
2. E. Botezat, D. C. Coita, D. Sasu, Foundations of marketing, University of Oradea Publishing House, Oradea 2006;		
3. Philip Kotler, Hermawan Kartajaya, Iwan Setiawan, Marketing 3.0 – From Products to Customer to the Human Spirit, Publica Publishing House, Bucharest 2010;		
4. Philip Kotler, Marketing Management, Teora Publishing House, Bucharest 2007;		
5. Philip Kotler, Principles of Marketing, Teora Publishing House, Bucharest 2009;		
6. Kotler Philip, Marketing from A to Z, Codecs Publishing House, Bucharest 2004;		
7. Knight Peter, The Highly Effective Marketing Plan: A Proven, Practical, Planning Process for Companies of all sizes, BIC ALL Publishing House, Bucharest 2005;		
8. Spircu Liliana Calciu Mihai, Spircu Tiberiu, Marketing data analysis, All Publishing House, Bucharest 1994;		
9. Bruhn Manfred, Customer orientation – The Foundation of Successful Business, Economic Publishing House, Bucharest, 2001;		
10. D.D. Lazăr, Foundation of Marketing, University of Oradea Publishing House, Oradea 2002;		
11. Al. N. Pop, Marketing, The Didactic and pedagogic Publishing House, Bucharest 1994;		
12. Strategy, Harvard Business Review, Bucharest 2011.		
7.2 Seminar (S)	Teaching methods	Observations
1. An introduction to the philosophy of marketing 3.0	Questioning, debate, deduction, applications, examples, study case, invited guest from the business environment.	
2. Marketing in the 21st century – role and importance, evolution and areas of application.		
3. Holistic Marketing and its importance in creating value for the customer.		
4. The Marketing plan – structure and implementation mode.		
5. The Marketing plan – structure and implementation mode		
6. Marketing information system – design and implementation in the case of an organization		
7. Segmentation, targeting, positioning – the premise of brand identity.		
8. The marketing mix - Product.		
9. The marketing mix - Price		
10. The marketing mix - Placemenent		
11. The marketing mix - Promotion		
12. Relational Marketing		
13. Experiential Marketing		
14. Measuring the effectiveness of marketing		
Bibliography:		
1. Remus Roșca, Adela Popa, Alexandru Ion, The Management of Marketing Activity – lecture notes, Oradea 2013.		
2. E. Botezat, D. C. Coita, D. Sasu, Foundations of marketing, University of Oradea Publishing House, Oradea 2006;		
3. Philip Kotler, Hermawan Kartajaya, Iwan Setiawan, Marketing 3.0 – From Products to Customer to the Human Spirit, Publica Publishing House, Bucharest 2010;		
4. Philip Kotler, Marketing Management, Teora Publishing House, Bucharest 2007;		
5. Philip Kotler, Principles of Marketing, Teora Publishing House, Bucharest 2009;		

6. Kotler Philip, Marketing from A to Z, Codecs Publishing House, Bucharest 2004;
7. Knight Peter, The Highly Effective Marketing Plan: A Proven, Practical, Planning Process for Companies of all sizes, BIC ALL Publishing House, Bucharest 2005;
8. Spiru Liliana Calciu Mihai, Spiru Tiberiu, Marketing data analysis, All Publishing House, Bucharest 1994;
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12. Strategy, Harvard Business Review, Bucharest 2011.

8. Corroboration of the contents of the discipline with the expectations of the epistemic community, professional associations and employers representing the field of study of the program

- Ability to understand the strategic importance of customer orientation for any organisation which operates in a strong competitive environment.
- The capability to analyse the internal and external environment of a company through achieving a SWOT analysis.
- The ability to devise a marketing plan of medium complexity by taking into account in a harmonic way the main marketing variables.
- The ability to implement a marketing plan of medium complexity.
- The ability to evaluate the effectiveness of a marketing plan in order to improve it.
- The ability to design and implement a customer loyalty program for a company.

9. Use of Generative Artificial Intelligence Tools

Within the course Management Marketing the use of generative artificial intelligence (GenAI) tools is permitted for research information organization revision and improvement of academic writing.

The use of GenAI tools must comply with the principles of academic integrity Transparency and responsibility.

Students remain fully responsible for the content and originality of the materials they produce.

For individual assignments completed within the course students are required to complete and include an AI Use Declaration in their course portfolio specifying the tool used the manner of use and the sections of the work in which it was employed.

10. Assessment

Type of activity	10.1 Assessment criteria	10.2 Assessment methods	10.3 Percentage of the final grade
10.4 Course (C)	Knowing the topic presented during class and seminar	Examination (written exam)	40%
10.5 Seminar (S)	Participating to seminars by answering questions or presenting an exercise/application. Marketing plans competition	Continuous assessment: Quantification of all interventions the students have had during a semester and reporting them to their best performance of the year. Oral presentation: 2 individual assignments.	20% 40%
10.6 Laboratory (L)			
10.7 Project (P)			
10.8 Practical works (P)			
10.9 Minimum performance standard			
• The development of a marketing plan.			

Date
17.09.2026

Course titleholder:
Lect. Teodora Mihaela TARCZA, Ph.D.

Seminar titleholder:
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**Date of approval in
the Department:**

25.09.2026

**Director of Department,
Professor Dr. Habil. Abrudan Maria Madela**

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**Date of approval in
The Council of the
Faculty of
Economic Sciences:**

28.09.2026

**Dean,
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