

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 Research and Marketing Strategy						
2.2 Course titleholder	Associate Professor Dorin-Cristian COITA, Ph.D.						
2.3 Seminar titleholder	Associate Professor Dorin-Cristian COITA, Ph.D.						
2.4 Year of study	I	2.5 Semester	2	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	1	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:					97
Studying the workbook, course book, bibliography and notes					28
Supplementary documentation in the library, on electronic specialty sites and in the field					20
Preparing seminars/laboratories, themes, projects, portfolios and essays					14
Tutorship					4
Assessment activities					4
Other activities. Developing a personal Project					27
3.7 Total hours of individual study	97				
3.9 Total hours/semester	125				
3.10 Number of credits	5				

4. Pre-requisites (if applicable)

4.1 Curriculum	Marketing Management
4.2 Skills	-

5. Conditions (if applicable)

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

6. Specific skills acquired

Professional skills	C1, C2, C5 1. The thorough analysis, synthesis and use of economic information in decision making process. Applying the principles of leadership in the organizations. 2. Identification and application of management functions in order to achieve the organization's objectives. Developing operational summaries, complex reports and studies required for managing organization using ICT. 3. Assessment and diagnosis of internal and external environment of the organization, effective networking with different types of institutions and organizations from the socio-economic environment.
Transversal Skills	CT1 Coordination of professional teams, the assumption, allocation and pursuit of specific responsibilities in the economic field.
Skills/ Competences ESCO	Skills to analyse business performance, apply strategic models, evaluate data Competence in advising improvement, recommending strategies Knowledge of management theories, business strategies, organizational structures (as applied to marketing strategies) Skills to plan, execute, monitor, and close projects (in marketing research and strategy projects) Competence in risk assessment, budget control, stakeholder management (important in strategic marketing planning) Skill to use ICT tools for data analysis and decision-making support Critical thinking and problem-solving (transversal competencies) Communication (writing reports, presenting findings) Teamwork and collaboration, including intercultural awareness

6. 2. Expected learning outcomes

Knowledge	The student/graduate • Demonstrates advanced knowledge of concepts, theories and methodologies of marketing research and marketing strategy. • Understands the role of marketing research as an instrument for collecting and interpreting business and market information. • Explains the main methods and techniques of data collection and analysis (quantitative, qualitative, online tools). • Identifies the principles and practices of strategic marketing (product, price, distribution, promotion policies) and their integration into business planning. • Understands the ethical, social and intercultural implications of conducting marketing research and formulating marketing strategies.
Skills	The student/graduate • Designs and conducts marketing research projects, applying appropriate methods and tools for data collection and analysis. • Uses ICT tools, statistical software and online platforms to process and interpret marketing data. • Develops and evaluates marketing strategies and plans, adapting them to dynamic organizational and market environments. • Produces professional research reports and strategic documents, using clear, structured, and persuasive communication. • Applies critical and innovative thinking to propose solutions to complex marketing and business challenges.
Responsibility and autonomy	The Student/Graduate: • Assumes responsibility for the quality, validity and reliability of marketing research and strategic recommendations. • Demonstrates autonomy in planning and implementing marketing research and strategy projects. • Acts ethically and responsibly in collecting, managing and reporting data. • Works effectively in teams and with external stakeholders, contributing to decision-making and strategy formulation.

	• Demonstrates proactive learning and adaptability to new trends, tools and contexts in marketing and management.
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7. Objectives of discipline (resulting from the grid of specific skills acquired)

7.1 General objective of discipline	• To understand the role of marketing within an organization as a tool for its management to acquire resources and to provide value for its stakeholders
7.2 Specific objectives	• To understand the role of marketing within an organization and its internal departments and structures responsible for developing and implementing marketing research and marketing strategies • To understand the role of marketing research as a tool for acquiring information as a necessary resource for the business • To use the marketing research kit containing methods and techniques used to research the market and the business environment, including online tools • To develop, strategies and plans to implement the marketing objectives of an organization

8. Contents

8. Contents		
8.1 Course (C)	Teaching methods	Observations
8.1.1. Understanding Marketing's Value and Scope	Lecture, problem-solving, debate, deduction, illustration	
8.1.2. Fundamental Concepts in Modern Marketing		
8.1.3. Navigating the New Realities of the Marketplace		
8.1.4. Company Orientation and the Holistic Marketing Concept		
8.1.5. Creating Value and Strategic Planning		
8.1.6. Corporate and Division Strategic Planning		
8.1.7. Business Unit Strategic Planning		
8.1.8. The Nature and Contents of a Marketing Plan		
8.1.9. The Marketing Information System (MIS) and Internal Records		
8.1.10. The Marketing Intelligence System		
8.1.11. Analyzing the Macroenvironment		
8.1.12. Forecasting and Demand Measurement		
8.1.13. The Scope of Marketing Research and Initial Steps		
8.1.14. Finalizing Research and Measuring Marketing Productivity		
Bibliography		
1. Kotler, P., & Keller, K. L. (2016). Marketing Management (15th Global Edition). Pearson Education Limited.		
2. Armstrong, G., & Kotler, P. (2015). Marketing: An Introduction (12th Global Edition). Pearson Education Limited.		
3. Malhotra, N. K., Nunan, D., & Birks, D. F. (2017). Marketing Research: An Applied Approach (5th Edition). Pearson Education Limited.		
4. Kotler, P., Keller, K. L., & Chernev, A. (2021). Marketing Management (16th Global Edition). Pearson Education Limited.		
5. Hair, J. F., Jr., Babin, B. J., & Page, M. J. (2023). Essentials of Marketing Research (6th Edition). McGraw-Hill Education.		
6. Malhotra, N. K., & Birks, D. F. (2019). Marketing Research: An Applied Approach (5th Edition). Pearson Education Limited.		
8.2 Seminar (S)	Teaching methods	Observations

8.2.1. Exploratory Research Applied to Real-World Marketing Challenges	Questioning, debate, deduction, applications, examples	
8.2.2. Sources and Resources for Business and Marketing Data and Information.		
8.2.3. Managing Strategic Relationships with Marketing Research Agencies		
8.2.4 Leveraging Online Marketing Research Tools: Hands-on Applications		
8.2.5 Corporate Marketing Strategy: Interactive Session with Local Business Representatives		
8.2.6. Developing a Comprehensive Marketing Plan: Applied Case Study		
8.2.7. Evaluating Marketing Strategies and Plans: Review and Feedback Session		
Bibliography:		
1. Kotler, P., & Keller, K. L. (2016). Marketing Management (15th Global Edition). Pearson Education Limited.		
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9. 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

Some of the cases will be presented by representatives of local companies and students will be asked to work directly with them to solve their real problems.

The students will be invited to bring to the debate the marketing problems they have in their companies, and also, they will be invited to extend the discussions regarding the discipline on online forums.

The students will be provided with a lot of examples and study cases for real companies doing marketing research and strategies.

10. Use of Generative Artificial Intelligence Tools

For this course, **the use of generative artificial intelligence (GenAI) tools is permitted during both lectures and seminars.** Generative artificial intelligence may be used primarily for:

- analyzing sources and conducting in-depth searches for references concerning words, ideas, concepts, organizations, companies, projects, or products;
- searching for and identifying relevant bibliographic references and sources;
- enhancing the learning process by generating summaries, outlines, diagrams, mind maps, audio summaries, visual materials, study sheets, glossaries, and word clouds;
- developing proposals for structures, plans, and strategies;
- providing explanations regarding the use of marketing tools;
- creating relevant and useful marketing tools;
- improving content generated, verified, and assumed as the student's own responsibility;
- converting speakers' audio recordings into text through transcription and generating content based on such recordings;
- improving the overall presentation and format of written materials produced by students.

Commonly used GenAI tools include, but are not limited to, ChatGPT, Google Gemini, Claude, Perplexity, and Grok.

For each individual assignment, every student shall complete a separate declaration based on the template provided in Annex 2 to the *Regulation on the Use of Generative Artificial Intelligence in Teaching and*

Scientific Activities at the Faculty of Economic Sciences, University of Oradea. The declaration shall specify the tool used, the specific way it was used, and the part of the assignment to which it contributed. The declaration shall be inserted at the beginning of the paper submitted for the respective assignment.

11. Assessment

Type of activity	11.1 Assessment criteria	11.2 Assessment methods	11.3 Percentage of the final grade
11.4 Course (C)	- Knowledge and understanding of the content. - Proper use of the terms describing the content of the disciplines. - Proving creative and original ideas	Written essay (1000 words) Quizz	20% 30%
11.5 Seminar (S)	- Participation in the seminar classes including working together with the representatives of the companies - Solving correct applications during the semester - Activity in the seminar, answers to questions - Activity on the online forums and groups and contributing to the discussion regarding discipline	- Review: ongoing evaluation and support - Applications: assessment content - Monitoring interventions in the seminar and on online forums	50%
Minimum performance standard Knowledge and understanding of course content to the essential ideas Obtaining at least 5 points (out of 10) for the seminar activity Obtaining at least 5 points (out of 10) at final test			

Date	Course titleholder:	Seminar titleholder:
18.09.2021	Associate Professor Dorin-Cristian COITA, Ph.D. E-mail address: dcoita@uoradea.ro	Associate Professor Dorin-Cristian COITA, Ph.D. E-mail address: dcoita@uoradea.ro

**Director of Department,
Professor habil. Maria-Madela ABRUDAN, PhD**

Date of approval in the Department: 25.09.2026	Contact data: University of Oradea, Faculty of Economic Sciences, Management-Marketing Department Universității 1, Building Corp E, floor 1, room E118 Zip code 410087, Oradea, Bihor, Romania Tel.: 0259-408796; E-mail: steconomice@uoradea.ro Web page: http://steconomiceuoradea.ro
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Dean,

Date of approval in The Council of the Faculty of Economic Sciences: 28.09.2026	Professor habil. Diana SABĂU-POPA, PhD
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