SYLLABUS

1. Information regarding the program

1.1 Higher education institution	**University of Oradea**
1.2 Faculty	**Faculty of Economic Sciences**
1.3 Department	**Department of Economics and Business**
1.4 Field of study	**Business Administration**
1.5 Cycle of study	**Cycle I - Bachelor**
1.6 Program of study /Degree	**Business Administration (In English Language)/ Bachelor Degree**

2. Information regarding the discipline

2.1 Name of discipline		FSTE-0624 MARKETING					
2.2 Course titleholder		Oana – Maria SECARA, Lecturer, PhD					
2.3 Seminar titleholder		Oana – Maria SECARA, Lecturer, PhD					
2.4 Year of study	1	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	3	out of which: 3.2 course	2	3.3 seminar	1
3.4 Total of hours in the Curriculum	42	out of which: 3.5 course	28	3.6 seminar	14
Distribution of hours:					
Studying the workbook, course book, bibliography and notes					28
Supplementary documentation in the library, on electronic specialty sites and in the field					14
Preparing seminars/laboratories, themes, projects, portfolios and essays					20
Tutorship					10
Assessment activities					8
Other activities.....					3

3.7 Total hours of individual study	**83**
3.9 Total hours/semester	**125**
3.10 Number of credits	5

4. Pre-requisites (if applicable)

4.1 Curriculum	-
4.2 Skills	English

5. Conditions (if applicable)

5.1. concerning the course activities	Internet connection, laptop / tablet / PC, microphone
5.2. concerning the seminar/laboratory activities	Internet connection, laptop / tablet / PC, microphone

6. Specific skills acquired	
Professional skills	▪ Collection, processing and analysis of the information regardin the interaction between business environment firm / organisation ▪ Assistance for administration of the assembly activity of the firm/organisation ▪ Administration of the activity of a subdivision of the structure of the firm/organisation

Skills/ ESCO	1. Knowledge of management theories, business strategies, organisational structures 2. Knowledge of management theories, business strategies, organisational structures 3. Skill to analyse business performance, apply strategic models, evaluate data 4. Competence in advising improvement, recommending strategies 5. Organizational & planning skills 6. Critical thinking

6. 2. Rezultate așteptate ale învățării	
Cunoștințe	The student/graduate recognizes the content and relevance of marketing concepts and their integrated use, including the marketing environment, market research, marketing functions, product, price, promotion and distribution strategies, in an organizational context. The student/graduate identifies and differentiates the detailed and specific elements related to the concepts and tools associated with the marketing field and demonstrates the ability to use them. The student/graduate explains, interprets and implements in an integrated manner, the concepts and methods specific to the marketing field.
Aptitudini	The student/graduate uses the integrated approach of the conceptual and methodological framework to solve new theoretical and practical problems. The student/graduate develops scientifically based marketing decisions. The student/graduate develops professional and/or research projects, innovatively using a wide range of marketing tools. Also, formulates critical judgments and substantiates constructive decisions in marketing.

Responsabilități și autonomie	The student/graduate carries out complex analyses of the organization's internal and external environment, identifies and formulates marketing strategies and demonstrates the ability to assume and exercise the execution function(s) in the marketing field. The student/graduate demonstrates a proactive and responsible attitude in the scientific substantiation and decision-making in marketing issues. The student/graduate carries out studies/papers on the organization's marketing activities.

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

6.3.1.General objective of discipline	The objective of this discipline is to provide students with a complex overview of marketing and economy. We will define and discuss basic concepts, principles and practices related to the role of marketing in the macro and micro environments, customer needs and behaviour, target markets, marketing mix: the 4 P's, marketing strategy, marketing research and intelligence.
6.3.2. Specific objectives	Students will identify and apply marketing terminology, marketing concepts, principles, and analytical techniques when examining and evaluating moderately complex marketing-related situations Students will develop basic solutions to basic marketing-related problems, using the marketing concepts, principles, practices and techniques taught in this course. Students will be able to evaluate the quality of their proposed solutions against appropriate criteria, based on the marketing concepts, principles, and practices taught in this course Students will have developed writing and oral proficiency in communicating marketing concepts.

7. Contents

7.1 Course (C)	**Teaching methods**	**Observations**
7.1.1.The Role of Marketing in the Global Economy	Lecture, debate	
7.1.1.1. Marketing's Role within the Firm or Nonprofit Organization	Lecture, debate	
7.1.1.2. Focusing Marketing Strategy with Segmentation and Positioning	Lecture, debate	
7.1.2. Evaluating Opportunities in the Changing Marketing Environment	Lecture, problem-solving, debate	
7.1.3. Demographic and Behavioural Dimensions of Global Consumer Markets	Lecture, problem-solving, debate	
7.1.4. Business and Organizational Customers and their Buying Behaviour	Lecture, problem-solving, debate, deduction, illustration	
7.1.5. Improving Decisions with Marketing Information	Lecture, problem-	

	solving, debate, deduction, illustration	
7.1.6. Elements of Product Planning for Goods and Services	Lecture, problem-solving, debate, deduction, illustration	
7.1.7. Product Management and New- Product Development	Lecture, problem-solving, debate, deduction, illustration	
7.1.8. Place and Development of Channel Systems, Logistics and Retailing	Lecture, problem-solving, debate, deduction, illustration	
7.1.9. Promotion- Introduction to Integrated Marketing Communications - Advertising and Sales Promotion	Lecture, problem-solving, debate, deduction, illustration	
7.1.1.0. Personal Selling and Customer Service	Lecture, problem-solving, debate, deduction, illustration	
7.1.10. Pricing Objectives and Policies	Lecture, problem-solving, debate, deduction	
7.1.11. Integrating Marketing within the Organization	Lecture, debate, deduction	

Bibliography

1. William Perreault, Jerome McCarthy, Basic Marketing- A Global Managerial Approach, 14th Edition, Mc Graw Hill, 2002, disponibilă online la link: http://resource.1st.ir/PortalImageDb/ScientificContent/1658bdf5-e832-4d18-b0b9-453d30ca2d03/Basic%20Marketing-Global%20Managerial%20Approach.pdf

2. Roger A. Kerin, Steven W. Hartley, Eric N. Berkowitz, William Rudelius, *Marketing* Boston: McGraw-Hill Irwin, 2006, IV 4275

3. Adrian Palmer, *Principles of Marketing*, New York: Oxford University Press, 2000

4. Michael R. Czinkota, Peter R. Dickson, Patrick Dunne *Marketing. Best Practices* Fort Worth; Philadelphia; San Diego; New York: The Dryden Press, 2000, IV 1854

5. William Perreault, Jr., Joseph Cannon, E. Jerome McCarthy, Essentials of Marketing, 13-th Edition, Mc Graw Hill, Boston: Houghton Mifflin Company, 1991, cota la Biblioteca UO: III 7801

6. Philip J. Kotler, Gary Armstrong, Principles of Marketing, 13-th Edition, Pearson Education

7. William M. Pride, O.C. Ferrell Marketing : Concepts and Strategies, (1991)

7.2 Seminar (S)	**Teaching methods**	**Observations**
7.2.1. Understanding And Identifying Marketing Terms and Realities	Debate	
7.2.2. The Importance of Marketing for Organizations in Modern World	Debate Case study	
7.2.3. Marketing Performance and Marketing Profitability	Debate Case study	
7.2.4. Market Potential, Market Demand, and Market Share	Debate Role play	

7.2.5. Customer Analysis and Value Creation	Debate Team work	
7.2.6. Marketing Plan discussion	Debate Case study	
7.2.7. Midterm Quiz	Debate Team work	
7.2.8. Market Segmentation and Customer Relationship Management	Debate Case study	
7.2.9. Competitor Analysis and Sources of Advantage	Debate Team work	
7.2.10. Product Positioning, Branding, and Product Line Strategies	Debate Case study	
7.2.11. Market-Based Pricing and Pricing Strategies	Debate Case study	
7.2.12. Marketing Channels and E-Marketing	Debate Role play	
7.2.13. Marketing Communications and Customer Response	Debate Case study Team work	
7.2.14. Good Practices in Marketing Planning	Case study	

Bibliography:

1. William Perreault, Jerome McCarthy, Basic Marketing- A Global Managerial Approach, 14th Edition, Mc Graw Hill, 2002, disponibilă online la link: http://resource.1st.ir/PortalImageDb/ScientificContent/1658bdf5-e832-4d18-b0b9-453d30ca2d03/Basic%20Marketing-Global%20Managerial%20Approach.pdf

2. Roger A. Kerin, Steven W. Hartley, Eric N. Berkowitz, William Rudelius, *Marketing* Boston: McGraw-Hill Irwin, 2006, IV 4275

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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

Students will be encouraged to observe the use of marketing in everyday life and in the companies through study cases and examples.

9. Using tools based on generative artificial intelligence

Using artificial intelligence as a research and structuring assistant is generally legal and moral, but generating the entire text and presenting it as your own creation constitutes academic plagiarism and is prohibited.
What is prohibited:
- Direct copying of texts, generation of entire sections of text, diagrams, graphs, tables, images generated by AI gen in the work.
- Using AI gen to invent fake laboratory results, questionnaires or statistics,
- Using AI gen to invent books, authors or links that seem real, but do not exist.

What is allowed:
-Using AI gen for grammatical correction of spelling mistakes or reformulating strange phrases, translations, organizing ideas or helping with programming, improving the fluidity of the text,
- Generating ideas for structure, chapters or identifying research perspectives,
- Requesting simple explanations for difficult theoretical concepts that you then look for in books/scientific papers.

Each student is required to mention, through a statement written separately for each task, according to the model provided in Annex 2 of the Regulation on the use of generative artificial intelligence in teaching and scientific activity at the Faculty of Economic Sciences, University of Oradea, the tool used, the specific way of use and the section in which it was used. The statement will be inserted at the beginning of the work related to the respective task.

10. Assessment

Type of activity	10.1 Assessment criteria	10.2 Assessment methods	10.3 Percentage of the final grade
10.1 Course (C)	• Knowledge and understanding fully Contents • Solving all items in the test correctly and Answers	Test- quizzes, written papers	60%
10.2 Seminar (S)	• Participating to the class • Minimum 50% grade at Midterm quiz	- Review: ongoing evaluation and support - Quiz: assessment content	40%
10.3.Minimum performance standard • Attendance at minimum half of course hours • Attendance at minimum half of seminar hours • Do the project and obtain half of the points at the evaluation			

Date

17.09.2026

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25.09.2026

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

28.09.2026

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