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 / BACHELOR DEGREE**

2. Information regarding the discipline

2.1 Name of discipline		Promotional Techniques FSTE-0658					
2.2 Course titleholder		Lect. univ. dr. Darie Gavriluț					
2.3 Seminar titleholder		Lect. univ. dr. Darie Gavriluț					
2.4 Year of study	III	2.5 Semester	V	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	4	out of which: 3.2 course	2	3.3 seminar	2
3.4 Total of hours in the Curriculum	56	out of which: 3.5 course	28	3.6 seminar	28
Distribution of hours:					69
Studying the workbook, course book, bibliography and notes					20 hours
Supplementary documentation in the library, on electronic specialty sites and in the field					14 hours
Preparing seminars/laboratories, themes, projects, portfolios and essays					25 hours
Tutorship					5 hours
Assessment activities					5 hours
Other activities.....					

3.7 Total hours of individual study	**69**
3.9 Total hours/semester	**125**
3.10 Number of credits	**5**

4. Pre-requisites (if applicable)

4.1 Curriculum	n.a.
4.2 Skills	n.a.

5. Conditions (if applicable)

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

6.1 Specific skills acquired	
Professional skills	**Critical and Constructive Assessment and Resolution of Promotional Operation Issues within the Firm/Organization:** This involves the meticulous evaluation and resolution of issues pertaining to the promotion and marketing operations of the firm or organization. The objective is to identify areas that require improvement or refinement in order to enhance the effectiveness of promotional strategies. This process may include assessing market dynamics, consumer behavior, and competitor actions to develop strategies that drive growth and visibility. **Development of a Comprehensive Promotional Plan for In-Depth Functional and Structural Analysis of the Firm:** This entails the creation of a comprehensive promotional plan that incorporates a detailed analysis of the firm's functions and structure. The plan aims to align promotional efforts with the core objectives of the organization, ensuring that promotional activities synergize with internal operations. It involves an in-depth examination of the firm's internal processes and resources to maximize promotional impact. **Selection of an Appropriate Dataset for Addressing Business Administration Challenges:** The process of selecting a relevant dataset is essential for addressing various business administration issues. This step involves carefully choosing data sources that are pertinent to the specific challenge at hand. Once selected, the dataset serves as a valuable resource for informed decision-making, strategic planning, and problem-solving within the realm of business administration. **Critical and Constructive Analysis and Resolution of Issues Related to the Economic Influence of the External Business Environment on the Firm/Organization:** This aspect involves a rigorous and constructive approach to analyzing and resolving challenges associated with the economic impact of the external business environment on the firm or organization. It encompasses the evaluation of factors such as market trends, regulatory changes, economic conditions, and competitive forces. The goal is to formulate strategies and responses that allow the organization to adapt and thrive amidst external economic influences.
Transversal Skills	CT1 Applying the principles, norms and values ethics in their strategy of rigorous, efficient and responsible work. CT2 Identifying the roles and responsibilities in a multi specialised team and application of techniques and effective working relationships within the team.

6.2 Learning outcomes	
Knowledge	The student/graduate explains the economic dimensions, structures, dynamics and performance of industries in the sectors of trade and market services and tourism for the consumer, the demography and typology of enterprises, the phenomena specific to the phases of the enterprise life cycle in the respective sectors
Competences	The student/graduate chooses methods for managing relationships with customers and suppliers.
Responsibility and autonomy	The student/graduate demonstrates the ability to develop new business models and/or technological solutions in the areas of goods distribution and consumer services, including tourism.

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

6.3.1 General objective of discipline	• To gain knowledge and a deep understanding of the fundamental concepts employed in promotional activities, while also acquiring the practical skills needed to effectively utilize specific promotional techniques.

6.3.2. Specific objectives	• **Ingrain Specialized Terminology and Fundamental Principles of Promotional Activities**: Equip students with a comprehensive grasp of the specialized vocabulary and foundational principles that underpin promotional endeavors. • **Comprehend the Dynamics of Promotional Activities and Establish a Symbiotic Relationship between Investment and Outcomes**: Foster a deep understanding of promotional activities, emphasizing the establishment of a harmonious balance between investment in promotional efforts and the resultant outcomes achieved. • **Master the Art of Crafting Targeted Promotional Campaigns for Real-World Scenarios**: Develop the ability to strategically plan and execute promotional campaigns as adaptable blueprints for addressing specific, real-world situations and challenges. • **Appreciate the Dual Nature of Promotional Activities, Acknowledging Both Benefits and Pitfalls for All Stakeholders Involved**: Recognize and evaluate the multifaceted nature of promotional activities, considering the advantages and disadvantages experienced by all parties engaged in these endeavours. • **Formulate Comprehensive Promotional Strategies and Programs Tailored to Diverse Firm Scenarios**: Develop the capacity to devise holistic promotional strategies and programs that cater to the unique needs and circumstances of firms across various industries and scales.

7. Contents

7.1 Course (C)	**Teaching methods**	**Observations**
7.1.1. Syllabus Presentation: This chapter will introduce the course syllabus and provide an overview of the topics, objectives, and expectations for the course.	Lecture, problem-solving, debate, deduction, illustration	2 hours
7.1.2. The Promotional Strategy: This chapter will delve into the development and execution of promotional strategies, emphasizing the planning and implementation of effective promotional campaigns.		2 hours
7.1.3. Public Relations Introduction. Public Relations Campaign: Students will learn about the fundamentals of public relations and how PR campaigns are designed and executed to manage an organization's reputation and communication with the public.		2 hours
7.1.4. Public Relations Techniques: Building upon the previous chapter, this section will explore specific techniques and tactics used in public relations, such as media relations, crisis communication, and stakeholder engagement.		2 hours
7.1.5. Sales Promotion Techniques: In this chapter, students will explore various techniques used to boost sales, including discounts, loyalty programs, and contests.		2 hours
7.1.6. The Brand Introduction: This chapter introduces the concept of branding, explaining how brands are created and managed, and their significance in marketing.		2 hours
7.1.7. Advertising Techniques: Students will learn about the art and science of advertising, including the creative and strategic aspects involved in crafting effective advertisements.		2 hours
7.1.8. Promotion Through Brand: This section will focus on how companies leverage their brand identity as a central element in their promotional efforts to build customer loyalty and recognition.		2 hours
7.1.9. Sales Force as a Promotional Technique: Students will understand the role of a sales force as a key promotional tool, covering topics such as sales team management and motivation.		2 hours
7.1.10. Choosing Media Channels: This chapter addresses the critical decision-making process of selecting appropriate media channels for promotional activities, considering factors like target audience and		2 hours

budget.		
7.1.11. Alternative Methods of Promotion: Beyond traditional advertising, students will explore unconventional promotional methods, including sponsorships, events, and co-marketing partnerships.		2 hours
7.1.12. Promotion on social media: This section explores the dynamic world of social media marketing, highlighting strategies and best practices for promoting products and brands on various social platforms.		2 hours
7.1.13. New Trends in Promotion and Branding: Students will delve into emerging trends and innovations in the field of promotion and branding, including digital marketing trends, influencer marketing, and sustainable branding practices.		2 hours
7.1.14. Personal Branding: This final chapter focuses on the concept of personal branding, equipping students with the knowledge and skills to build and manage their own personal brand in a professional context.		2 hours

References:

1. Sultan, M.T., Sharmin, F., Badulescu, A., Gavrilut, D., Xue, K., 2021, Social Media-Based Content towards Image Formation: A New Approach to the Selection of Sustainable Destinations, Sustainability, 13 (8), Art. No. 4241, DOI 10.3390/su13084241.
2. Juska, J. M. (2021). Integrated Marketing Communication: Advertising and Promotion in a Digital World (2nd ed.). Routledge. https://doi.org/10.4324/9780367443382
3. Belch, G. E., & Belch, M. A. (2021). Advertising and Promotion: An Integrated Marketing Communications Perspective (12th ed.). McGraw-Hill Education. ISBN: 9781260570991.
4. Kitchen, P. J., & Tourky, M. E. (2022). Integrated Marketing Communications: A Global Brand-Driven Approach (2nd ed.). Palgrave Macmillan. https://doi.org/10.1007/978-3-030-76416-6
5. Clow, K. E., & Baack, D. (2024). Integrated Advertising, Promotion, and Marketing Communications (9th ed.). Pearson. ISBN: 9781292474670.
6. Percy, L. (2023). Strategic Integrated Marketing Communications (4th ed.). Routledge.
7. Polat, E., Çelik, F., Ibrahim, B., & Gursoy, D. (2024). Past, present, and future scene of influencer marketing in hospitality and tourism management. Journal of Travel & Tourism Marketing, 41(3), 322–343. https://doi.org/10.1080/10548408.2024.2317741
8. Bastrygina, T., Lim, W. M., Jopp, R., & Weissmann, M. A. (2024). Unraveling the power of social media influencers: Qualitative insights into the role of Instagram influencers in the hospitality and tourism industry. Journal of Hospitality and Tourism Management, 58, 214–243. https://doi.org/10.1016/j.jhtm.2024.01.007
9. Rodríguez-Hidalgo, A. B., Sixto-García, J., & Tamayo-Salcedo, A. L. (2025). The persuasive communication of Instagram influencers to promote tourism in the Riviera Maya. Frontiers in Communication, 9, Article 1502109. https://doi.org/10.3389/fcomm.2024.1502109
10. Ong, Y. X., Sun, T., & Ito, N. (2024). Understanding followers' processing and perceptions of social media influencer destination marketing: Differences between #Millennials and #GenZs. Journal of Hospitality and Tourism Management, 60, 194–207. https://doi.org/10.1016/j.jhtm.2024.07.003

7.2 Seminar (S)	**Teaching methods**	**Observations**
7.2.1 Organizing the Seminar: This chapter covers the logistical aspects and planning required to successfully organize a seminar, ensuring that all necessary preparations are made to facilitate a productive learning environment.	Questioning, debate, deduction, applications, examples	2 hours
7.2.2 Characteristics of the Promotional Mix and Identification of Promotional Techniques in the Virtual Space: Participants will work collaboratively to explore the components of the promotional mix and understand how these techniques are applied in the virtual realm, recognizing the importance of teamwork in modern marketing.		2 hours
7.2.3 Analysis, Management, and Resolution of Technical Crises - Public Relations Role-Play: Through role-playing exercises, students will immerse themselves in various scenarios, learning to analyze, manage, and resolve technical crises, simulating real-world public relations challenges.		2 hours
7.2.4 Study of Sales Promotion Techniques and Their Application in the Seminar - Project: Participants will study diverse sales promotion		2 hours

techniques and gain hands-on experience by applying them to seminar projects, acquiring practical insights into sales promotion strategies.		
7.2.5 Specific Promotion in Different Fields (Tourism, Cosmetics, Art) - Case Studies: This chapter focuses on specialized promotion within various industries, including tourism, cosmetics, and art, using real-world case studies to illustrate effective promotional strategies tailored to each field.		2 hours
7.2.6 Creating Questionnaires - Case Study and Project: Students will learn how to create effective questionnaires for market research through case studies and practical projects, honing their skills in data collection and analysis.		2 hours
7.2.7 Creating Advertising Messages - Case Study and Project: This chapter explores the art of crafting persuasive advertising messages, with hands-on projects and case studies to develop compelling content for marketing campaigns.		2 hours
7.2.8 Branding Goods, Services, Destinations - Case Study: Participants will delve into the branding of goods, services, and destinations, analyzing case studies to understand how brand identity shapes consumer perception and loyalty.		2 hours
7.2.9 Promotional Techniques on the Internet - Analysis: In this session, students will analyze various promotional techniques employed on the internet, gaining insights into their effectiveness and impact on consumer behavior.		2 hours
7.2.9 Promotional Techniques Over the Internet - Case Study: Participants will examine specific internet-based promotional techniques through case studies, deepening their understanding of online marketing strategies.		2 hours
7.2.10 Social Media Promotion Plan - Project: This chapter emphasizes teamwork as participants collaboratively create a social media promotion plan, focusing on effective social media marketing strategies to reach target audiences.		2 hours
7.2.11 The Marketing Brief - Case Study: Students will analyze marketing briefs in real-world scenarios, understanding how these documents guide marketing campaigns and strategies.		2 hours
7.2.13 The Marketing Persona - Case Study: This chapter explores the concept of marketing personas through case studies, helping participants develop a nuanced understanding of customer segmentation and targeting.		2 hours
7.2.14 Personal Branding: Participants will learn about the concept of personal branding, understanding how to build and manage their own personal brand effectively in the professional world.		2 hours

References
1. Sultan, M.T., Sharmin, F., Badulescu, A., Gavrilut, D., Xue, K., 2021, Social Media-Based Content towards Image Formation: A New Approach to the Selection of Sustainable Destinations, Sustainability, 13 (8), Art. No. 4241, DOI 10.3390/su13084241.
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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

Promotional techniques is essential for businesses and marketers seeking to thrive in the Romanian market. It provides the foundation for effective market analysis, offers insights into the most impactful promotion methods, allows for the evaluation of technique effectiveness, and facilitates hands-on training and practical implementation to drive successful promotional campaigns. Furthermore, it's worth noting that the course content aligns seamlessly with the curricula of related disciplines taught in undergraduate programs, both nationally and internationally. Additionally, the content is attuned to the ever-evolving needs and expectations of employers, as validated through extensive consultations in both formal and informal settings.
In essence, a deep understanding of promotional techniques equips businesses and marketers with the tools needed to navigate the complexities of the Romanian market, fostering adaptability, strategic acumen, and a competitive edge in the pursuit of marketing excellence.

9. The use of tools based on generative artificial intelligence

For the course: The use of generative Artificial Intelligence (AI) tools is permitted during seminars for purposes such as text reformulation, editing, proofreading, revision, and the generation or editing of visual materials, where appropriate to the learning task. Commonly used tools include, but are not limited to, ChatGPT, Google Gemini, Microsoft Copilot for text-related activities and Midjourney for image generation.
The use of AI is intended to support the student's learning and does not replace the student's own work, analysis, interpretation, or responsibility for the final content. Students are responsible for checking the accuracy and relevance of AI-assisted content and for ensuring compliance with academic integrity requirements.

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The use of AI is intended to support the student's learning and does not replace the student's own work, analysis, interpretation, or responsibility for the final content. Students are responsible for checking the accuracy and relevance of AI-assisted content and for ensuring compliance with academic integrity requirements.
For each assignment in which AI is used, the student must provide a separate AI Use Declaration, in accordance with the model included in Annex 2 of the Regulation on the Use of Generative Artificial Intelligence in

Teaching and Scientific Activities of the Faculty of Economic Sciences, University of Oradea. The declaration must specify the AI tool used, the purpose and manner of its use, and the section(s) of the assignment in which AI assistance was employed. The declaration must be inserted at the beginning of the corresponding assignment. The use of AI must therefore be transparent, responsible, and consistent with the applicable University and Faculty regulations.

10. Assessment

Type of activity	10.1 Assessment criteria	10.2 Assessment methods	10.3 Percentage of the final grade
10.4 Course (C)	Knowledge and understanding of content. Recommended reading and completion work/assignments.	Written evaluation by a multiple-choice test comprising 18 questions (theory and applications).	50%
10.5 Seminar (S)	Knowledge and understanding of issues and opportunities regarding the promotional techniques landscape, theoretical knowledge to specific situations. Understand and implement the objectives of efficiency and performance of business enterprises of promotional campaigns, together with the novel tools and techniques that are deployed by businesses in order to attract more customers.	The evaluation system for the seminar is as follows: **Attendance**: 2 points out of the final grade. Compulsory: at least half the number of presences (7) is required in order for the students to be able to enter the exam. **Project**: 8 points out of the final grade. The semester long project will have 8 deliverables/assignments: **1. Product, Service, or Organization Selection** **2. Target Audience Identification** **3. Competitor and Promotional Analysis** **4. Promotional Objectives and Main Message** **5. Selection of Promotional Techniques and Communication Channels** **6. Creation of Promotional Materials** **7. Promotional Campaign Plan and Budget** **8. Final Promotional Campaign Proposal and Presentation**	50%
10.6 Laboratory (L)			
10.7 Project (P)			
10.8 Practical works (P)			
10.9 Minimum performance standard • Knowledge and understanding of content to the essential ideas. • Solve at least 8 out of eighteen questions (grids) in the written exam. • Meeting the attendance requirements set out in the university's regulation			

Date	Course titleholder:	Seminar titleholder:
23.09.2026	**Lect.univ.dr. Darie GAVRILUT** E-mail address: darie.gavrilut@gmail.com	**Lect.univ.dr. Darie GAVRILUT** E-mail address: darie.gavrilut@gmail.com

Director of Department,

Prof. Univ. Dr. Dorin BÂC, PhD

Date of approval in the Department:

24.09.2026

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28.09.2026

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