**Course Syllabus**

Academic year: 2018-2019

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| Institution | University of Petroşani |
| Faculty | Mining |
| Field of study | Industrial Engineering / Engineering and Management |
| Level | Bachelor |
| Program of study | Quality Engineering and Management / Economic Engineering in Constructions |

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| Course | **Industrial Marketing** |
| Code | IDMCSO505 / IMIEDA706 |
| Year of study (semester) | III (V) / IV(VII) |
| Number of hours | 42 |
| Number of credits | 4 |
| Professor | Lecturer, Ph.D. BĂLEANU Virginia |

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| **No.** | **Topic** |
| 1 | Introduction to industrial/business marketing (B2B marketing): basic concepts, evolution and recent trends in theory and practice of marketing; delimitations of industrial marketing (specific market and consumers/buyers; traditional study areas and modern approaches based on relationship and online marketing) |
| 2 | Industrial/organizational buyer behavior: industrial buying process; buying center dimensions and roles; major influence factors in decision-making |
| 3 | Industrial/business market: conceptual approaches; the market structure, main dimensions and indicators underlying marketing strategy (analyzing and assessing the potential and market share) |
| 4 | Marketing strategy and STP process (segmentation, targeting, positioning) within industrial market: basic concepts; criteria/variables and methods of market segmentation; target-marketing approaches, and related issues of positioning |
| 5 | Marketing mix general foundations and its particularities for industrial/business market: product policy; price policy; placement/distribution policy; promotion policy.  |