**Course Syllabus**

|  |  |
| --- | --- |
| Institution | University of Petroşani |
| Faculty | Sciences |
| Field of study | Management |
| Level | Bachelor |
| Program of study | Management |

|  |  |
| --- | --- |
| Course | **Marketing** |
| Code | C.A.1.2.11 |
| Year of study (semester) | II |
| Number of hours | 56 |
| Number of credits | 5 |
| Professor | Assoc. Prof., Ph.D. DURA CODRUȚA |

|  |  |
| --- | --- |
| **No.** | **Topic** |
|  | **Marketing basics**: Defining the marketing concept. The evolution of marketing theory. The 7 functions of marketing. Types of marketing specializations. |
|  | **Definitions and different types of markets. Market indicators.** |
|  | **Marketing research methods and techniques**. Quantitative research. Qualitative studies. |
|  | **Defining the marketing mix concept and its components.** |
|  | **The product policy**. The product lines. Product life-cycle strategies. Strategic options of the product policy. |
|  | **The pricing policy**. Pricing – definition. Major pricing strategies. Product mix pricing. Price adjustments. |
|  | **Distribution policy**. The definition and objectives of distribution. Nature, tipology and importance of channels. Strategic options of the distribution policy. |
|  | **The promotion policy**. The definition and role of promotion policy. The promotion mix. Advertising. Sales promotion. Public relations. Digital and on line advertising. Strategic options of the promotion policy. |