



# SYLLABUS

Academic year 2024-2025

## 1. Information regarding the programme

1.1. Higher education institution	Universitatea Babeş-Bolyai
1.2. Faculty	Business
1.3. Department	Hospitality Services
1.4. Field of study	Business Administration
1.5. Study cycle	Bachelor
1.6. Study programme / Qualification	Business Administration in Hospitality Services (English)

## 2. Information regarding the course

2.1. Name of the course	Digital marketing						
2.2. Code	ILE0096						
2.3. Course coordinator	dr. Romeo-Filip STANCA						
2.4. Seminar coordinator	dr. Romeo-Filip STANCA						
2.5. Year of study	3	2.6. Semester	II	2.7. Type of evaluation	C	2.8. Type of course	Optional

## 3. Total estimated time (hours/semester of didactic activities)

3.1. Hours per week	3	Of which: 3.2. lecture	2	3.3 seminar/laboratory	1
3.4. Total hours in the curriculum	36	Of which: 3.5. lecture	24	3.6. seminar/laboratory	12
Time allotment:					hours
Learning using manual, course support, bibliography, course notes					26
Additional documentation (in libraries, on electronic platforms, field documentation)					17
Preparation for seminars/labs, homework, papers, portfolios and essays					26
Tutorship					2
Evaluations					2
Other activities:	Preparing the final exam				16
3.7. Total individual study hours					89
3.8. Total hours per semester					125
3.9. Number of ECTS credits					5

## 4. Prerequisites (if necessary)

4.1. curriculum	
4.2. competencies	

## 5. Conditions (if necessary)

5.1. for the course	Classroom equipped with projector, computer
5.2. for the seminar /lab activities	Classroom equipped with projector, computer



## 6. Specific competencies acquired

Professional competencies	<ul style="list-style-type: none"> <li>• C1.3. Data collection, preparation, management, and use of computer systems for data processing and analysis to solve business-specific problems</li> <li>• C3.5. Developing new work methods with clients and improving the communication and negotiation processes with them</li> <li>• C4.2. Analysis of the current situation; selection and proposal of several strategic alternatives for business development</li> </ul>
Transversal competencies	<ul style="list-style-type: none"> <li>• CT1 - Applying the principles, norms and values of professional ethics in the framework of one's own rigorous, efficient and responsible work strategy</li> </ul>

## 7. Objectives of the course (outcome of the acquired competencies)

7.1. General objective of the course	Acquisition of the digital marketing concepts so that students develop new skills and use new specific tools
7.2. Specific objective of the course	<ul style="list-style-type: none"> <li>• To understand the fundamentals about digital marketing</li> <li>• To understand how digital marketing is implemented inside a company</li> <li>• To understand how marketing communication is done through digital media channels and how the performance of these channels is evaluated and improved</li> </ul>

## 8. Content

8.1. Course		Teaching Method	Remarks
1	Discipline presentation and the requirements for the students; Introducing digital marketing	Oral presentation, multimedia, exemplification	1 lecture
2	Online marketplace analysis: digital microenvironment and macro-environment	Oral presentation, multimedia, exemplification	1 lecture
3	B2C and B2B digital marketing practice	Oral presentation, multimedia, exemplification	1 lecture
4	Marketing campaign planning for digital media	Oral presentation, multimedia, exemplification	1 lecture
5	Digital marketing research	Oral presentation, multimedia, exemplification	1 lecture
6	Digital marketing STP (segmentation-targeting-positioning) strategy	Oral presentation, multimedia, exemplification	1 lecture
7	Digital media and the marketing mix	Oral presentation, multimedia, exemplification	1 lecture
8	Relationship marketing using digital platforms	Oral presentation, multimedia, exemplification	1 lecture



9	Online public relations and influencer relationship management; Online partnerships including affiliate marketing	Oral presentation, multimedia, exemplification	1 lecture
10	Viral marketing; Content marketing strategy	Oral presentation, multimedia, exemplification	1 lecture
11	Digital marketing metrics	Oral presentation, multimedia, exemplification	1 lecture
12	Exam	Written exam exemplification	
Bibliography		<ol style="list-style-type: none"> <li>1. Chaffey, D. &amp; Ellis-Chadwick F. (2019), Digital Marketing Strategy, Implementation and Practice, Seventh Edition, New York: Pearson.</li> <li>2. Chaffey, D &amp; Smith P.R. (2017), Digital Marketing Excellence Planning, Optimizing and Integrating Online Marketing, Fifth Edition, New York: Routledge.</li> <li>3. Kingsnorth S.(2016), Digital Marketing strategy An integrated approach to online marketing, New York: Kogan Page Limited.</li> <li>4. Kotler M., Cao T., Wang S. &amp; Qiao C. (2020), Marketing strategy in the digital age: applying Kotler's strategies to digital marketing, Singapore; Hackensack, NJ: World Scientific Publishing Co. Pte. Ltd.</li> <li>5. Ryan D. (2014), Understanding Digital Marketing Marketing strategies for engaging the digital generation, third edition, New York: Kogan Page Limited.</li> </ol>	

8.2. Seminar/laboratory		Teaching Method	Remarks
1	Requirements for the seminar activities	Oral presentation, multimedia, exemplification	1 seminar
2	Digital marketing fundamentals	Practical applications, group discussions	1 seminars
3	Digital marketing strategy development	Practical applications, group discussions	1 seminar
4	Digital marketing implementation and practice	Practical applications, group discussions	2 seminars
5	Marketing communications using digital media channels	Practical applications, group discussions	1 seminar
6	Evaluation and improvement of digital channel performance	Practical applications, group discussions	1 seminar
Bibliography		<ol style="list-style-type: none"> <li>1. Chaffey, D. &amp; Ellis-Chadwick F. (2019), Digital Marketing Strategy, Implementation and Practice, Seventh Edition, New York: Pearson.</li> <li>2. Chaffey, D &amp; Smith P.R. (2017), Digital Marketing Excellence Planning, Optimizing and Integrating Online Marketing, Fifth Edition, New York: Routledge.</li> <li>3. Kingsnorth S.(2016), Digital Marketing strategy An integrated approach to online marketing, New York: Kogan Page Limited.</li> <li>4. Kotler M., Cao T., Wang S. &amp; Qiao C. (2020), Marketing strategy in the digital age: applying Kotler's strategies to digital marketing, Singapore; Hackensack, NJ: World Scientific Publishing Co. Pte. Ltd.</li> <li>5. Ryan D. (2014), Understanding Digital Marketing Marketing strategies for engaging the digital generation, third edition, New York: Kogan Page Limited.</li> </ol>	



## 9. Corroborating the content of the course with the expectations of the epistemic community, professional associations and representative employers within the field of the program

Course content is consistent with what is done in other universities at home and abroad. In order to adapt the contents of the discipline to the requirements of the labor market, meetings were held with representatives of the business environment.

## 10. Evaluation

- The evaluation method will remain the same for the exam in the re-examination session.
- To calculate the final grade by summing up the points obtained during the semester, it is necessary to obtain at least 50% of the score for the written exam.

Type of activity	10.1 Evaluation criteria	10.2 Evaluation method	10.3 Share in the final grade (%)
10.4 Course	<ul style="list-style-type: none"><li>• understanding and leaning the specialized concepts</li><li>• correct use of specialized knowledge</li><li>• consistency logical thinking</li><li>• correlation between concepts</li></ul>	Final exam (during the course in the week no. 12 and in the weekend of the week no. 12)	60%
10.5 Seminar	<ul style="list-style-type: none"><li>• ability to apply the learned concepts</li><li>• creativity</li><li>• ability to resolve applications</li></ul>	Portfolio with applications	40%
10.6 For the reexamination period the score obtained at seminar remains unchanged.			
10.7 Minimum performance standards			
<ul style="list-style-type: none"><li>• knowing the fundamental concepts who were taught;</li><li>• appropriate use and application of specialized concepts.</li></ul>			

**Date**

**Course coordinator**

**Seminar coordinator**

18.04.2024

dr. Romeo-Filip STANCA

dr. Romeo-Filip STANCA

**Date of approval**

**Head of department**

22.05.2024

Conf. dr. Marius BOTA