



SYLLABUS
Principles of marketing
Academic year 2025-2026

1. Information regarding the program

1.1. Higher education institution	Universitatea Babeș 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/Bachelor in Economic Studies
1.7. Form of education	Full time

2. Information regarding the discipline

2.1. Name of the discipline		Principles of marketing				Discipline code		ILE0011			
2.2. Course coordinator			Prof.univ.dr. Smaranda Adina COSMA								
2.3. Seminar coordinator			Prof.univ.dr. Smaranda Adina COSMA								
2.4. Year of study		II	2.5. Semester		3	2.6. Type of evaluation		E	2.7. Discipline regime		Mandatory

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

3.1. Hours per week	4	of which: 3.2 course	2	3.3 seminar/laboratory	2
3.4. Total hours in the curriculum	56	of which: 3.5 course	28	3.6 seminar/laboratory	28
Time allotment for individual study (ID) and self-study activities (SA)					hours
Learning using manual, course support, bibliography, course notes (SA)					20
Additional documentation (in libraries, on electronic platforms, field documentation)					20
Preparation for seminars/labs, homework, papers, portfolios and essays					19
Tutorship					2
Evaluations					2
Other activities:					6
3.7. Total individual study hours					69
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 computer and projector
5.2. for the seminar /lab activities	Classroom equipped with computer and projector

6.1. Specific competencies acquired

Professional/essential competencies	<ul style="list-style-type: none"> C1.1. Description of concepts, theories and methodologies for collecting, processing and analyzing data from both inside and outside C2.4. Analysis and evaluation of business environmental trends and the proposal of strategic alternatives for the company's activity C4.3. The application of strategic and tactical actions in the organization's activity in accordance with its basic policy and the provisions of the decision-making factors
Transversal competencies	<ul style="list-style-type: none"> CT1 Applying the principles, norms and values of professional ethics into the rigorous, efficient and accountable work strategies

6.2. Learning outcomes

Knowledge	<p>The student possesses knowledge about the components of the microenvironment and the macro environment of marketing.</p> <ul style="list-style-type: none"> The student researches and understands the needs and expectations of customers regarding a product or service in order to identify and resolve possible inconsistencies and disagreements of the stakeholders involved. The student knows various internal factors that influence the functioning of the business, such as culture, strategic approach, products, prices and available resources. The student knows how to analyze the external and internal environment of an organization, identifying strengths and weaknesses, in order to provide a basis for the company's strategies and for further planning.
Skills	<p>The student demonstrates that he or she has the ability to identify and analyze elements of the marketing micro and macro environment.</p> <ul style="list-style-type: none"> The student conducts research and analysis on external factors that influence business, such as consumers, market position, competitors, and the political environment. The student knows how to collect data and statistics for testing and evaluation in order to generate statements and pattern predictions, in order to discover useful information in the decision-making process. The student demonstrates the ability to develop studies and analyses, organizational and efficiency of the activity of companies in order to provide advice and assistance.
Responsibility and autonomy:	<p>The student is able to make decisions at the level of the position he occupies and to assume responsibility towards the higher hierarchical levels.</p> <ul style="list-style-type: none"> The student demonstrates the ability to develop proposals and make appropriate decisions, taking into account economic criteria. The student establishes a positive, long-term relationship between organisations and third party stakeholders, such as suppliers, distributors, shareholders and other stakeholders, in order to provide them with information about the organisation and its objectives.



7. Objectives of the discipline (outcome of the acquired competencies)

7.1 General objective of the discipline	<ul style="list-style-type: none"> The students must assume the marketing concept and the fundamental elements about the marketing theory and practice
7.2 Specific objective of the discipline	<ul style="list-style-type: none"> Assumption of marketing concept and philosophies To analyze the marketing micro- and macro-environment and to identify the company's possibilities to adapt to those components Assumption of marketing techniques and how the companies should operate with each variable from the marketing mix Establish the organization, implementation and control procedures of marketing

8. Content

8.1 Course	Teaching methods	Remarks
Marketing context and problems What is Marketing? Marketing appearance and development Fundamental concepts of marketing Defining Marketing for the New Realities	Interactive exposure, multimedia (video projector), exemplification	Two lectures
Marketing environment The company's marketing micro-environment, Supply, Intermediaries, Customers, Competitors, Publics, Company The company's marketing macro-environment	Interactive exposure, multimedia (video projector), exemplification	Two lectures
Building Strong Brands Identifying Market Segments and Targets Crafting the Brand Positioning Creating Brand Equity	Interactive exposure, multimedia (video projector), exemplification	One lecture
Creating Value - Marketing - mix – Goods versus services The product concept, Product classification, The offer verity for products and services compared with the competition The process of creating new products, Product life cycle	Interactive exposure, multimedia (video projector), exemplification	Two lectures
Creating Value - Marketing -mix– Price Price – a marketing -mix component, Objectives of price policy, Factors that determine the price Methods to set the prices for the products, Methods to calculate the price, Setting the end price, Price strategies, Changing the prices and the reactions to this price changes	Interactive exposure, multimedia (video projector), exemplification	Two lectures
Delivering Value - Marketing mix – Distribution Defining the concept, The distribution role, Distribution channels Distribution channel management, Extent of distribution, Intermediaries selection and evaluation, Establishing the conditions for the cooperation, Trade mix, Distribution channel control, Organization of distribution channel	Interactive exposure, multimedia (video projector), exemplification	Two lectures
Communicating Value - Marketing mix– Promotion	Interactive exposure, multimedia (video projector), exemplification	Two lectures



Communication process, Creating the promotion actions, The target for the promotion actions, Objectives of promotion actions, Communication media, Setting the promotional budget Analyzing the efficiency of promotion actions		
Organizing the marketing activity – Organizing the marketing department, Ethics and social responsibility in marketing	Interactive exposure, multimedia (video projector), exemplification	One lecture
Bibliography <ol style="list-style-type: none"> 1. Armstrong, G., Kotler, Ph., Opresnik, M.O., Marketing: An Introduction, 14th Global Edition, Pearson Education Limited, 2019. 2. Baker, M.J., Saren, M., Marketing Theory: A Student Case, 3rd Edition, Sage Publications Inc., London, 2016. 3. Cosma, S., Bota, M., Bazele marketingului, Editura Alma Mater, Cluj-Napoca, 2004. 4. Kotler, Ph., Keller, K.L., Marketing Management, 15th Edition, Pearson Education Limited, 2016. 5. Kotler, Ph., Armstrong, G., Principles of marketing, 18th Edition, Pearson Education Limited, 2020. 6. Kotler, Ph., Armstrong, G., Harris, L.C., He, H., Principles of marketing, 8th European Edition, Pearson Education Limited, 2020. 		
8.2 Seminar / laboratory	Teaching methods	Observations
Administrative aspects Requirements and evaluation for the students from seminar activities	Interactive exposure, multimedia (video projector), exemplification	One seminar
Marketing context and problems – case study and application	Discussion of case studies Practical applications, exercise	2 seminars
Marketing environment – case study and application	Discussion of case studies Practical applications, exercise	2 seminars
Product - case study and application	Discussion of case studies Practical applications, exercise	2 seminars
Price - case study and application	Discussion of case studies Practical applications, exercise	2 seminars
Distribution - case study and application	Discussion of case studies Practical applications, exercise	2 seminars
Promotion - case study and application	Discussion of case studies Practical applications, exercise	2 seminars
Project presentation and evaluation	Debate	One seminar
Bibliography <ol style="list-style-type: none"> 1. Armstrong, G., Kotler, Ph., Opresnik, M.O., Marketing: An Introduction, 14th Global Edition, Pearson Education Limited, 2019. 2. Baker, M.J., Saren, M., Marketing Theory: A Student Case, 3rd Edition, Sage Publications Inc., London, 2016. 3. Cosma, S., Bota, M., Bazele marketingului, Editura Alma Mater, Cluj-Napoca, 2004. 4. Kotler, Ph., Keller, K.L., Marketing Management, 15th Edition, Pearson Education Limited, 2016. 5. Kotler, Ph., Armstrong, G., Principles of marketing, 18th Edition, Pearson Education Limited, 2020. 6. Kotler, Ph., Armstrong, G., Harris, L.C., He, H., Principles of marketing, 8th European Edition, Pearson Education Limited, 2020. 		

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

<ul style="list-style-type: none"> The content of the discipline is in line with what is done in other university centers in the country and abroad. To adapt the content of the discipline to the requirements of the labor market, meetings were held with representatives of the business environment.
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10. Evaluation



- The same evaluation criteria are maintained for all exams sessions. The components of the evaluation process carried out during the semester cannot be recovered/redone in the examination sessions.
- To be able to accumulate the points obtained during the semester, it is mandatory to obtain a minimum of 5 (five) in the final exam (written/oral).

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of final grade
10.4 Course	<ul style="list-style-type: none">• Correctness of use of the accumulated specialized knowledge;• Understanding and acquiring specialized concepts;• Logical coherence in thought.	Final examination (to be held in session)	60%
		Carrying out an individual activity (to be carried out and evaluated during the semester)	10%
10.5 Seminar/laboratory	<ul style="list-style-type: none">• Ability to apply the specialized notions learned;• Creativity;• The ability to correctly use the concepts learned and to think critically.	Solving practical applications and case studies (to be carried out and evaluated during the semester)	10%
		Carrying out a team project (to be carried out and evaluated during the semester)	20%
10.6 Minimum standard of performance			
To obtain a grade of 5, students must:			
<ul style="list-style-type: none">• Know the fundamental notions taught;• Use and apply the concepts of the specialty correctly.			

11. Labels ODD (Sustainable Development Goals)

	General label for Sustainable Development							

Date:
27.03.2025

Signature of course coordinator
Prof.univ.dr. Smaranda Adina COSMA

Signature of seminar coordinator
Prof.univ.dr. Smaranda Adina COSMA



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BUSINESS
IN PARTNERSHIP

Date of approval:
10.04.2025

Signature of the head of department
Assoc. prof. dr. Marius BOTA