



SYLLABUS
Marketing and Management Simulations
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		Marketing and Management Simulations				Discipline code		ILE0091			
2.2. Course coordinator			Conf. Dr. Cristina FLEȘERIU								
2.3. Seminar coordinator			Conf. Dr. Cristina FLEȘERIU								
2.4. Year of study		2	2.5. Semester		II	2.6. Type of evaluation		C	2.7. Discipline regime		Elective

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

3.1. Hours per week	3	of which: 3.2 course	1	3.3 seminar/laboratory	2
3.4. Total hours in the curriculum	42	of which: 3.5 course	14	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)					8
Additional documentation (in libraries, on electronic platforms, field documentation)					7
Preparation for seminars/labs, homework, papers, portfolios and essays					4
Tutorship					2
Evaluations					2
Other activities:					8
3.7. Total individual study hours					33
3.8. Total hours per semester					75
3.9. Number of ECTS credits					3

4. Prerequisites (if necessary)

4.1. curriculum	
4.2. competencies	

5. Conditions (if necessary)

5.1. for the course	Room with computers network, Internet connection, video projector
5.2. for the seminar /lab activities	Room with computers network, Internet connection, video projector



6.1. Specific competencies acquired

Professional/essential competencies	<ul style="list-style-type: none">• C4.2. Analysis of the current situation, selection and proposal of strategic alternatives for the development of the company's activity• C4.3. 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">• CT2-Identifying the roles and responsibilities in a multispecialty team and implementing various relational techniques and efficient teamwork

6.2. Learning outcomes

Knowledge	<p>The student has knowledge of micro- and macro- marketing elements.</p> <ul style="list-style-type: none">• The student researches and understands various internal factors influencing business operations, such as culture, strategic foundation, products, pricing, and available resources.
Skills	<p>The student demonstrates having the ability to identify and analyse the elements of the micro- and macro-marketing environment.</p> <ul style="list-style-type: none">• The student conducts research and analysis on external factors affecting businesses, such as consumers, market position, competitors, and the political environment.
Responsibility and autonomy:	<p>The student is able to make decisions according to their position and to take responsibility towards higher hierarchical levels.</p> <ul style="list-style-type: none">• The student establishes a positive, long-term relationship between organizations and third-party stakeholders, such as suppliers, distributors, shareholders, and other interested parties, to inform them about the organization 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 can apply marketing and management concepts and use the marketing variables in a realistic frame
7.2 Specific objective of the discipline	<ul style="list-style-type: none"> to use in practice concepts such as: marketing mix (price, promotion, product, place); markets that have different answers and different types of business environments; the push strategy vs. the pull strategy; short term strategies vs. long term strategies; business-to-business sales; marketing research and it's help for taking the decisions; performance measures etc.

8. Content

8.1 Course	Teaching methods	Remarks
Topic presentation and the requirements for the students regarding this laboratory.	Interactive exposure	Organizing activities
Concepts' recapitulation and new concepts used for the first two laboratories.	Interactive exposure	Theoretical aspects
Concepts' recapitulation and new concepts used for the third and fourth laboratory.	Interactive exposure	Theoretical aspects
Concepts' recapitulation and new concepts used for the fifth and sixth laboratory.	Interactive exposure	Theoretical aspects
Concepts' recapitulation and new concepts used for the seventh and eighth laboratory.	Interactive exposure	Theoretical aspects
Concepts' recapitulation and new concepts used for the ninth and tenth laboratory.	Interactive exposure	Theoretical aspects
Concepts' recapitulation and new concepts used for the last two laboratories.	Interactive exposure	Theoretical aspects
Bibliography 1. Kotler, Ph. & Armstrong, G. (2017), Principles of marketing, Seventeenth edition, Pearson, London. 2. Kotler Ph. & Keller K.L. (2015), Marketing management, 15-th edition, Pearson, London. 3. Mathur U.C. (2008), Business-to-Business Marketing, New Age International (P) Ltd., New Delhi 4. Proctor T. (2005), Essentials of marketing Research, Forth Edition, Prentice Hall, London 5. Wilson R. M. S. & Gilligan C. (2005), Strategic Marketing Management, Third Edition, Elsevier, London		
8.2 Seminar / laboratory	Metode de predare	Observații
Topic and requirements' presentation regarding this laboratory and teams' creation	Interactive exposure, Exercise	Laboratory 1
Part 1: Recap applications – Working with the marketing mix	Interactive exposure, Exercise	Laboratory 2
Part 1: Recap applications – Improving the marketing mix	Interactive exposure, Exercise	Laboratory 3
Part 1: Recap applications – Developing marketing policies	Interactive exposure, Exercise	Laboratory 4
Part 1: Recap applications – Promotional calendar	Interactive exposure, Exercise	Laboratory 5
Part 2: Company NewShoes – creating company's mission, logo and tagline	Interactive exposure, Exercise	Laboratory 6
Part 2: Company NewShoes – drawing a new product and creating the brand name	Interactive exposure, Exercise	Laboratory 7
Part 2: Company NewShoes – creating the package	Interactive exposure, Exercise	Laboratory 8
Part 2: Company NewShoes – identifying the potential client based on the needs	Interactive exposure, Exercise	Laboratory 9



Part 2: Company NewShoes – calculating the price for the product	Interactive exposure, Exercise	Laboratory 10
Part 2: Company NewShoes – establishing the distribution and promoting the product through a radio commercial	Interactive exposure, Exercise	Laboratory 11
Part 2: Company NewShoes – creating a plot for a commercial using storytelling	Interactive exposure, Exercise	Laboratory 12
Preparing the presentation	Interactive exposure	Laboratory 13
Evaluating company's results	Interactive exposure	Laboratory 14
Bibliography <ol style="list-style-type: none">1. Kotler, Ph. & Armstrong, G. (2017), Principles of marketing, Seventeenth edition, Pearson, London.2. Kotler Ph. & Keller K.L. (2015), Marketing management, 15-th edition, Pearson, London.3. Mathur U.C. (2008), Business-to-Business Marketing, New Age International (P) Ltd., New Delhi4. Proctor T. (2005), Essentials of marketing Research, Forth Edition, Prentice Hall, London5. Wilson R. M. S. & Gilligan C. (2005), Strategic Marketing Management, Third Edition, Elsevier, London		



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





The topics covered are similar to those addressed in other prestigious universities at home and abroad. In order to adapt the content the discipline to the labor, meetings were held with representatives from the business community.

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">•Ability to explain the decisions and the results•Ability to acquire the terminology	Final exam – oral exam - Evaluating the company’s results + questions out of the theory	20%
10.5 Seminar/laboratory	<ul style="list-style-type: none">•Ability to apply the learned specialized concepts;•Interest for study•Ability to work in team•Creativity	Portfolio with activities – recap. activities	30%
		Portfolio with activities - The company’s decisions and results	50%
10.6 Minimum standard of performance			
<ul style="list-style-type: none">• Evaluating the fundamental concepts about management and marketing and putting these notions into practice.			

11. Labels ODD (Sustainable Development Goals)¹

Date:

Signature of course coordinator

Signature of seminar coordinator

¹ Keep only the labels that, according to the [Procedure for applying ODD labels in the academic process](#), suit the discipline and delete the others, including the general one for Sustainable Development – if not applicable. If no label describes the discipline, delete them all and write „Not applicable.”.



UNIVERSITATEA BABEȘ-BOLYAI
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BABEȘ-BOLYAI UNIVERSITY
TRADITIO ET EXCELLENTIA

FACULTATEA DE
BUSINESS
IN PARTNERSHIP

25.03.2025

Conf. Dr. Cristina FLEȘERIU

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Date of approval:
10.04.2025

Signature of the head of department
Conf. univ. dr. Marius BOTA