



**SYLLABUS**  
**Digital 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		Digital marketing				Discipline code		ILE0096			
2.2. Course coordinator			Asist. Dr. Anghel Tudorel Cozma								
2.3. Seminar coordinator			Asist. Dr. Anghel Tudorel Cozma								
2.4. Year of study		3	2.5. Semester		II	2.6. Type of evaluation		C	2.7. Discipline regime		Optional

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

3.1. Hours per week	3	of which: 3.2 course	2	3.3 seminar/laboratory	1
3.4. Total hours in the curriculum	36	of which: 3.5 course	24	3.6 seminar/laboratory	12
<b>Time allotment for individual study (ID) and self-study activities (SA)</b>					<b>hours</b>
Learning using manual, course support, bibliography, course notes (SA)					10
Additional documentation (in libraries, on electronic platforms, field documentation)					10
Preparation for seminars/labs, homework, papers, portfolios and essays					8
Tutorship					2
Evaluations					2
Other activities: Preparing the final exam					7
<b>3.7. Total individual study hours</b>					<b>39</b>
<b>3.8. Total hours per semester</b>					<b>75</b>
<b>3.9. Number of ECTS credits</b>					<b>3</b>

**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



### 6.1. Specific competencies acquired

Professional/essential competencies	<ul style="list-style-type: none"><li>• C2.4. Critical-constructive evaluation of the explanation and / or solution of a problem regarding the operation of the enterprise / organization</li><li>• C3.3. Applying the appropriate tools for analyzing the relationship of influence exerted by the external environment on the company/organization</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>

### 6.2. Learning outcomes

Knowledge	<ul style="list-style-type: none"><li>• The graduate has knowledge of micro- and macro- marketing elements.<ul style="list-style-type: none"><li>○ The student identifies customer needs and expectations regarding a product or service in order to identify and resolve possible inconsistencies and disagreements of the stakeholders involved.</li><li>○ 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.</li></ul></li></ul>
Skills	<ul style="list-style-type: none"><li>• The student demonstrates that he or she has the ability to identify and analyze elements of the marketing micro and macro environment.<ul style="list-style-type: none"><li>○ The student can 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.</li><li>○ The student can collect relevant information by applying systematic methods such as interviews, focus groups, text analysis, observations, and case studies.</li></ul></li></ul>
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"><li>• 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.</li><li>• The student demonstrates the ability to develop proposals and make appropriate decisions, taking into account economic criteria.</li></ul>



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

<b>7.1 General objective of the discipline</b>	<ul style="list-style-type: none"><li>Acquisition of the digital marketing concepts so that students develop new skills and use new specific tools</li></ul>
<b>7.2 Specific objective of the discipline</b>	<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 methods	Remarks
Discipline presentation and the requirements for the students; Introducing digital marketing	Oral presentation, multimedia, exemplification	1 lecture
Introducing digital marketing & Digital marketing Strategy	Oral presentation, multimedia, exemplification	1 lecture
Online marketplace analysis: digital microenvironment and macro-environment	Oral presentation, multimedia, exemplification	2 lecturers
Develop strategy in the digital marketing	Oral presentation, multimedia, exemplification	1 lecture
Digital branding	Oral presentation, multimedia, exemplification	1 lecture
Marketing mix in digital marketing	Oral presentation, multimedia, exemplification	1 lecture
Data-driven marketing using digital platforms	Oral presentation, multimedia, exemplification	1 lecture
Providing digital customer experience	Oral presentation, multimedia, exemplification	1 lecture
Planning campaigns in digital marketing	Oral presentation, multimedia, exemplification	2 lecturers
Marketing communications using digital media channels	Oral presentation, multimedia, exemplification	1 lecture
Measurement methods in digital marketing	Oral presentation, multimedia, exemplification	1 lecture
Exam		1 lecture
<b>Bibliography</b> <ol style="list-style-type: none"><li>Chaffey, D. &amp; Ellis-Chadwick F. (2022), Digital Marketing Strategy, Implementation and Practice, Seventh Edition, New York: Pearson.</li><li>Chaffey, D &amp; Smith P.R. (2019), Digital Marketing Excellence Planning, Optimizing and Integrating Online Marketing, Fifth Edition, New York: Routledge.</li><li>Kingsnorth S.(2016), Digital Marketing strategy An integrated approach to online marketing, New York: Kogan Page Limited.</li><li>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>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	Metode de predare	Observații
Requirements for the seminar activities	Oral presentation, multimedia, exemplification	1 seminar
Digital marketing fundamentals	Practical applications, group discussions	1 seminars



Digital marketing strategy development	Practical applications, group discussions	1 seminar
Digital marketing implementation and practice	Practical applications, group discussions	1 seminar
Marketing communications using digital media channels	Practical applications, group discussions	1 seminar
Evaluation and improvement of digital channel performance	Practical applications, group discussions	1 seminar
Evaluation of projects	Presentation of seminar projects	1 seminar
<b>Bibliography</b> <ol style="list-style-type: none"><li>1. Chaffey, D. &amp; Ellis-Chadwick F. (2022), Digital Marketing Strategy, Implementation and Practice, Seventh Edition, New York: Pearson.</li><li>2. Chaffey, D &amp; Smith P.R. (2019), 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 discipline 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 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"> <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/laboratory	<ul style="list-style-type: none"> <li>ability to apply the learned concepts</li> <li>creativity</li> <li>ability to resolve applications</li> </ul>	eam project (to be completed and evaluated throughout the semester)	40%
10.6 Minimum standard of performance			
<ul style="list-style-type: none"> <li>For the reexamination period the score obtained at seminar remains unchanged.</li> </ul>			

### 11. Labels ODD (Sustainable Development Goals)<sup>1</sup>


Date:  
2.04.2025

Signature of course coordinator  
Asist.dr. Anghel Tudorel Cozma

Signature of seminar coordinator  
Asist.dr. Anghel Tudorel Cozma

<sup>1</sup> 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.”.



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FACULTATEA DE  
**BUSINESS**  
IN PARTNERSHIP

**Date of approval:**  
**10.04.2025**

**Signature of the head of department**  
**Conf. dr. Marius Bota**

