



COURSE DESCRIPTION
Marketing & Management Simulations
Academic year 2026-2027

1. Programme-related data

1.1. Higher Education Institution	Babeș-Bolyai University
1.2. Faculty	Business
1.3. Department	Hospitality Services
1.4. Field	Business Administration
1.5. Level of study	Bachelor
1.6. Degree 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 & 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 assessment	Viva voce
2.7. Course status	Optional			2.8. Course type	Specialisation subject

3. Total estimated time (hours per semester of teaching activities)

3.1. Number of hours per week	3	of which: 3.2. course	1	3.3. seminar/ laboratory/ project	2
3.4. Total of hours in the curriculum	42	of which: 3.5. course	14	3.6. seminar/ laboratory	28
Time allocation for individual study (IS) and self-taught activities (ST)					hours
Learning from textbooks, course materials, bibliography, and notes (IS)					8
Additional research in the library, on subject-specific electronic platforms, and on-site					7
Preparing seminars/ laboratories/ projects, assignments, reports, portfolios, and essays					6
Tutoring (professional guidance)					2
Examinations					2
Other activities					8
3.7. Total hours of individual study (IS) and self-taught activities (ST)				33	
3.8. Total hours per semester				75	
3.9. Number of credits				3	

4. Prerequisites (where applicable)

4.1. curriculum-related	
4.2. skills-related	

5. Specific conditions (where applicable)

5.1. course-related	Room with computers network, Internet connection, video projector
5.2. seminar/laboratory-related	Room with computers network, Internet connection, video projector

6.1. Competencies resulting from the completion of the degree programme

Professional competencies	
Competency code	Competency
PC1	Gathering, processing, and analysing economic data for business management.
PC2	Business environment research for substantiation of business decisions.
Transversal competencies	
Competency code	Competency
TC2	Identifying the roles and responsibilities in a multispecialty team and implementing various relational techniques and efficient work within a team.

6.2. Learning outcomes relevant to the degree programme

Learning outcomes targeted by the subject		
Competency code	Knowledge and comprehension	Specific academic skills
PC1 PC2 TC2	The graduate has knowledge of micro- and macro-marketing elements..	The graduate demonstrates having the ability to identify and analyse the elements of the micro- and macro-marketing environment.

7. Subject-specific learning outcomes

Knowledge and understanding
1. The graduate explains the role and interdependence of the marketing mix components (product, price, place, and promotion) in the development and management of a business.
2. The graduate describes the stages of the marketing strategy development process, from defining the mission and identifying the target market to positioning a product in the marketplace.
3. The graduate understands the principles underlying managerial and marketing decisions related to product development, pricing, distribution, and marketing communications.
4. The graduate understands the methods of collecting and using marketing information to support managerial and commercial decision-making processes.
Specific academic skills
1. The graduate applies marketing concepts and tools in simulating the process of creating and developing a company and a new product.
2. The graduate analyzes consumer needs and supports marketing decisions regarding market segmentation, positioning, and the design of the marketing mix.
3. The graduate develops and justifies marketing solutions by using teamwork techniques, creativity, and professional communication within simulation-based projects.
4. The graduate evaluates the outcomes of marketing and management decisions developed during simulations and proposes improvement measures based on available data and evidence.

8. Contents

8.1. Course	Teaching and learning 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	Teaching and learning methods	Remarks
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		
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	
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5.	Wilson R. M. S. & Gilligan C. (2005), Strategic Marketing Management, Third Edition, Elsevier, London	

9. 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).**

Type of activity	9.1 Evaluation criteria	9.2 Evaluation methods	9.3 Percentage in the final grade
9.4. Course	•Ability to explain the decisions and the results	Final exam – oral exam - Evaluating the company’s results + questions out of the presentation	20%
	•Ability to acquire the terminology	Final exam – written exam - questions out of the theory	10%
9.5. Seminar/ laboratory	•Ability to apply the learned specialized concepts; •Interest for study •Ability to work in team •Creativity	Portfolio with activities – recap. activities	20%
		Portfolio with activities - The company’s decisions and results	50%
9.6 Minimum standard for passing			
Evaluating the fundamental concepts about management and marketing and putting these notions into practice.			

10. SDG labels (Sustainable Development Goals)¹

	Sustainable Development Generic Label							
								
								Nu se aplică nici o etichetă

Date of entry:

22.05.26

Signature of course coordinator

Conf. Dr. Cristina FLEȘERIU

Signature of seminar coordinator

Conf. Dr. Cristina FLEȘERIU

Date of approval in the department:

27.05.26

Signature of the head of department

Assoc. Prof. Marius BOTA, PhD

¹ Select a single label which, according to the [Implementation of SDG labels in the academic process](#), best matches the subject. If the subject addresses sustainable development in a generic manner (i.e. by presenting/introducing the general framework of sustainable development, etc.), then the Sustainable Development generic label may be applied. If none of the labels describe the subject, select the last option: "No label applies."