



**COURSE DESCRIPTION**  
**(Course title)**  
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 / 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. Univ. Dr. Anghel Tudorel COZMA |               |    |                         |                    |
| 2.3. Seminar coordinator    | Asist. Univ. Dr. Anghel Tudorel COZMA |               |    |                         |                    |
| 2.4. Year of study          | III                                   | 2.5. Semester | II | 2.6. Type of assessment | Viva voce          |
| 2.7. Course status          | Optional                              |               |    | 2.8. Course type        | Domain course (DD) |

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

|                                                                                           |    |                       |    |                                   |              |
|-------------------------------------------------------------------------------------------|----|-----------------------|----|-----------------------------------|--------------|
| 3.1. Number of hours per week                                                             | 3  | of which: 3.2. course | 2  | 3.3. seminar/ laboratory/ project | 1            |
| 3.4. Total of hours in the curriculum                                                     | 36 | of which: 3.5. course | 24 | 3.6. seminar/ laboratory          | 12           |
| <b>Time allocation for individual study (IS) and self-taught activities (ST)</b>          |    |                       |    |                                   | <b>hours</b> |
| Learning from textbooks, course materials, bibliography, and notes (IS)                   |    |                       |    |                                   | 10           |
| Additional research in the library, on subject-specific electronic platforms, and on-site |    |                       |    |                                   | 10           |
| Preparing seminars/ laboratories/ projects, assignments, reports, portfolios, and essays  |    |                       |    |                                   | 8            |
| Tutoring (professional guidance)                                                          |    |                       |    |                                   | 2            |
| Examinations                                                                              |    |                       |    |                                   | 2            |
| Other activities                                                                          |    |                       |    |                                   | 7            |
| 3.7. Total hours of individual study (IS) and self-taught activities (ST)                 |    |                       |    | 39                                |              |
| 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             | Classroom equipped with projector and computer |
| 5.2. seminar/laboratory-related | Classroom equipped with projector and computer |

### 6.1. Competencies resulting from the completion of the degree programme

| Professional competencies |                                                                                                                                            |
|---------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|
| Competency code           | Competency                                                                                                                                 |
| PC2                       | Research of the business environment to underpin business decisions.                                                                       |
| PC3                       | Negotiation of contractual clauses and management of relationships with clients and suppliers.                                             |
| Transversal competencies  |                                                                                                                                            |
| Competency code           | Competency                                                                                                                                 |
| TC1                       | Application of the principles, norms and values of professional ethics within one's own rigorous, efficient and responsible work strategy. |

### 6.2. Learning outcomes relevant to the degree programme

| Learning outcomes targeted by the subject |                                                                                                                        |                                                                                                                                       |
|-------------------------------------------|------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|
| Competency code                           | Knowledge and comprehension                                                                                            | Specific academic skills                                                                                                              |
| PC2                                       | The graduate has knowledge of the components of the micro- and macro-environment of marketing.                         | The graduate demonstrates the ability to identify and analyze elements of the marketing micro- and macro-environment.                 |
| PC3                                       | The graduate has knowledge of the components of the micro- and macro-environment of marketing.                         | The graduate demonstrates the ability to identify and analyze elements of the marketing micro- and macro-environment.                 |
| TC1                                       | The graduate knows the principles, norms and values of professional ethics applicable in digital marketing activities. | The graduate responsibly applies digital marketing tools and techniques, in compliance with ethical and professional integrity norms. |

### 7. Subject-specific learning outcomes

| Knowledge and understanding                                                                                              |
|--------------------------------------------------------------------------------------------------------------------------|
| 1. The student identifies and explains the fundamental concepts of digital marketing and the digital ecosystem.          |
| 2. The student describes the components of a digital marketing strategy and the tools of digital communication channels. |
| 3. The student recognizes methods for analyzing the online marketplace (micro- and macro-environment).                   |
| 4. The student understands the process of planning, implementing and evaluating digital marketing campaigns.             |
| Specific academic skills                                                                                                 |
| 1. The student applies digital marketing tools to analyze and improve the online presence of an organization.            |
| 2. The student develops digital marketing strategies adapted to the specific characteristics of the organization.        |
| 3. The student evaluates the performance of digital communication channels using relevant indicators.                    |

## 8. Contents

| 8.1. Course                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Teaching and learning methods                  | Remarks    |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------|------------|
| Discipline overview and introduction to digital marketing                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Oral presentation, multimedia, exemplification | 2 lectures |
| Online marketplace analysis: digital micro-environment and macro-environment                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Oral presentation, multimedia, exemplification | 2 lectures |
| Strategy in digital marketing and digital branding                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Oral presentation, multimedia, exemplification | 2 lectures |
| Digital marketing mix and data-driven marketing                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Oral presentation, multimedia, exemplification | 2 lectures |
| Providing digital customer experience                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Oral presentation, multimedia, exemplification | 1 lecture  |
| Planning campaigns in digital marketing                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Oral presentation, multimedia, exemplification | 2 lectures |
| Marketing communications using digital media channels                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Oral presentation, multimedia, exemplification | 1 lecture  |
| Measurement and evaluation methods in digital marketing                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Oral presentation, multimedia, exemplification | 2 lectures |
| <b>Bibliography</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                |            |
| <p>Chaffey, D. &amp; Ellis-Chadwick F. (2022), Digital Marketing Strategy, Implementation and Practice, Seventh Edition, New York: Pearson.</p> <p>Chaffey, D &amp; Smith P.R. (2019), Digital Marketing Excellence Planning, Optimizing and Integrating Online Marketing, Fifth Edition, New York: Routledge.</p> <p>Kingsnorth S.(2016), Digital Marketing strategy An integrated approach to online marketing, New York: Kogan Page Limited.</p> <p>Kotler M., Cao T, Wang S. &amp; Qiao C. (2020), Marketing strategy in the digital age: applying Kotler's strategies to digital marketing, Singapore: World Scientific.</p> <p>Ryan D. (2014), Understanding Digital Marketing Marketing strategies for engaging the digital generation, third edition, New York: Kogan Page Limited.</p> |                                                |            |
| 8.2. Seminar/ laboratory                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Teaching and learning methods                  | Remarks    |
| Discipline overview and fundamental aspects of digital marketing                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Oral presentation, multimedia, exemplification | 1 seminar  |
| Online marketplace analysis and development of the digital marketing strategy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Practical applications, group discussions      | 2 seminars |
| Digital marketing implementation: tools and digital media channels                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Practical applications, group discussions      | 2 seminars |
| Digital channel performance evaluation and presentation of seminar projects                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Practical applications, project presentations  | 2 seminars |
| <b>Bibliography</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                |            |
| <p>Chaffey, D. &amp; Ellis-Chadwick F. (2022), Digital Marketing Strategy, Implementation and Practice, Seventh Edition, New York: Pearson.</p> <p>Chaffey, D &amp; Smith P.R. (2019), Digital Marketing Excellence Planning, Optimizing and Integrating Online Marketing, Fifth Edition, New York: Routledge.</p> <p>Kingsnorth S.(2016), Digital Marketing strategy An integrated approach to online marketing, New York: Kogan Page Limited.</p> <p>Kotler M., Cao T, Wang S. &amp; Qiao C. (2020), Marketing strategy in the digital age: applying Kotler's strategies to digital marketing, Singapore: World Scientific.</p> <p>Ryan D. (2014), Understanding Digital Marketing Marketing strategies for engaging the digital generation, third edition, New York: Kogan Page Limited.</p> |                                                |            |

## 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                                                                                        | Understanding and mastery of specialized concepts; correct use of specialized knowledge; consistency of logical thinking; correlation between concepts | Final written exam (colloquium)                  | 60%                               |
|                                                                                                    |                                                                                                                                                        |                                                  |                                   |
| 9.5. Seminar/ laboratory                                                                           | Ability to apply the learned specialized concepts; creativity; capacity to resolve practical applications                                              | Team project (evaluated throughout the semester) | 40%                               |
|                                                                                                    |                                                                                                                                                        |                                                  |                                   |
| 9.6 Minimum standard for passing                                                                   |                                                                                                                                                        |                                                  |                                   |
| Knowledge of the fundamental concepts taught; correct use and application of specialized concepts. |                                                                                                                                                        |                                                  |                                   |

## 10. SDG labels (Sustainable Development Goals)<sup>1</sup>

|                                                                                   |                       |                                                                                   |                                                                                   |                       |                       |                       |                                                                                     |                       |
|-----------------------------------------------------------------------------------|-----------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------|-----------------------|-----------------------|-------------------------------------------------------------------------------------|-----------------------|
|  | <input type="radio"/> | Sustainable Development Generic Label                                             |                                                                                   |                       |                       |                       |                                                                                     |                       |
|                                                                                   |                       |                                                                                   |  |                       |                       |                       |  |                       |
| <input type="radio"/>                                                             | <input type="radio"/> | <input type="radio"/>                                                             | <input type="radio"/>                                                             | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>                                                               | <input type="radio"/> |
|                                                                                   |                       |  |                                                                                   |                       |                       |                       |  |                       |
| <input type="radio"/>                                                             | <input type="radio"/> | <input type="radio"/>                                                             | <input type="radio"/>                                                             | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>                                                               | <input type="radio"/> |

|                                            |                                        |                                            |
|--------------------------------------------|----------------------------------------|--------------------------------------------|
| <b>Date of entry:</b>                      | <b>Signature of course coordinator</b> | <b>Signature of seminar coordinator</b>    |
| 22.05.26                                   | Asst. Prof. Anghel Tudorel Cozma, PhD  | Asst. Prof. Anghel Tudorel Cozma, PhD      |
| <b>Date of approval in the department:</b> |                                        | <b>Signature of the head of department</b> |
| 27.05.26                                   |                                        | Assoc. Prof. Marius BOTA, PhD              |

<sup>1</sup> 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."