



COURSE DESCRIPTION
Principles of marketing
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	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	2	2.5. Semester	1	2.6. Type of assessment	Exam
2.7. Course status	Compulsory			2.8. Course type	Core subject

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

3.1. Number of hours per week	4	of which: 3.2. course	2	3.3. seminar/ laboratory/ project	2
3.4. Total of hours in the curriculum	56	of which: 3.5. course	28	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)					20
Additional research in the library, on subject-specific electronic platforms, and on-site					20
Preparing seminars/ laboratories/ projects, assignments, reports, portfolios, and essays					19
Tutoring (professional guidance)					2
Examinations					2
Other activities					6
3.7. Total hours of individual study (IS) and self-taught activities (ST)				69	
3.8. Total hours per semester				125	
3.9. Number of credits				5	

4. Prerequisites (where applicable)

4.1. curriculum-related	
4.2. skills-related	

5. Specific conditions (where applicable)

5.1. course-related	Classroom equipped with computer and projector
5.2. seminar/laboratory-related	Classroom equipped with computer and projector

6.1. Competencies resulting from the completion of the degree programme

Professional competencies	
Competency code	Competency
PC1	Gathering, processing and analysing data regarding the interaction between a company/an organisation and the external environment.
PC3	Running a subdivision of a company/an organization.
Transversal competencies	
Competency code	Competency
TC1	Implementing ethical principles, norms and values within one's own rigorous, efficient, and responsible strategy of work.

6.2. Learning outcomes relevant to the degree programme

Learning outcomes targeted by the subject		
Competency code	Knowledge and comprehension	Specific academic skills
PC1 PC3 TC1	1. The graduate has knowledge of the components of the microenvironment and the macro marketing environment.	1. The graduate demonstrates that he has the ability to identify and analyze the elements of the microenvironment and the macro marketing environment.

7. Subject-specific learning outcomes

Knowledge and understanding
1. The Student/Graduate understands the needs and expectations of customers in order to identify and resolve possible disagreements of the stakeholders involved.
2. The student/graduate knows how to analyze the marketing environment of an organization.
3. The student/graduate knows the components of the marketing mix and their role in running a business.
4. The student/graduate can substantiate marketing decisions for the organization's strategies and for further planning.
Specific academic skills
1. The Student/Graduate conducts research and analysis on the external and internal factors influencing business.
2. The Student/Graduate builds the marketing mix for organizations operating in competitive markets.
3. The Student/Graduate has the ability to develop proposals and make appropriate decisions, taking into account economic criteria.
4. The Student/Graduate establishes a positive, long-term relationship between organizations and interested third parties.

8. Contents

8.1. Course	Teaching and learning methods	Remarks
1. The framework and problems of marketing - What is marketing? The emergence and development of marketing - Fundamental concepts of marketing - Defining marketing in the new realities	interactive presentation, problematization, exemplification	two lectures
2. Marketing environment - The marketing microenvironment of the company, Suppliers, Intermediaries, Consumers, Competitors, Public Bodies, Company - The marketing macro-environment of the company	interactive presentation, problematization, exemplification	two lectures
3. Brand Building - Identification of market segments and target markets - Brand positioning, Creating brand equity	interactive presentation, problematization, exemplification	one lecture
4. Value Creation – Marketing Mix - Good versus service, Product concept, Product classification, Diversification and positioning of the product and service offer in relation to the competition - New Product Creation Process, Product Life Cycle - Price – component of the marketing mix, Objectives of the pricing policy, Determinants on price - Price – Product Pricing Methods, Pricing Methods, Final Pricing Strategies, Price Changes and Reactions to Price Changes	interactive presentation, problematization, exemplification	four lectures
5. Delivering Value – Marketing Mix - Distribution – Definition of the concept, Role of distribution, Distribution channels - Distribution – Distribution Channel Management, Distribution Scale, Selection and Evaluation of Intermediaries, Establishment of Collaboration Conditions, Commercial Relations Mix, Distribution Channel Control, Forms of Distribution Channel Organization	interactive presentation, problematization, exemplification	two lectures
6. Value Communication – Marketing Mix - Promotion – Communication process, Elaboration of promotional actions, Target of promotional actions, Objectives of promotional actions, Communication media, Establishment of the promotional budget - Promotion – Analysis of the effectiveness of promotional actions The marketing mix for services	interactive presentation, problematization, exemplification	two lectures
7. Organization of marketing activity – Organization of the marketing department, Ethics and social responsibility in marketing	interactive presentation, problematization, exemplification	one lecture

Bibliography		
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 and learning methods	Remarks
Presentation of the discipline and the requirements for the students at the seminar activities.	interactive exhibition, multimedia, exemplification	one seminar
The Framework and Problems of Marketing - Case Studies	Case study debate	two seminars
Marketing environment – case studies; Practical application	Case study debate Practical Applications, Exercise	two seminars
The product - case studies; Practical application	Case study debate Practical Applications, Exercise	two seminars
Price - case studies; Practical application	Case study debate Practical Applications, Exercise	two seminars
Distribution - case studies; Practical application	Case study debate Practical Applications, Exercise	two seminars
Promotion - case studies; Practical application	Case study debate Practical Applications, Exercise	two seminars
Project presentation and evaluation	Debate	one seminar
Bibliography		
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. 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).

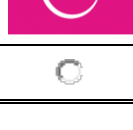
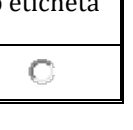
Type of activity	9.1 Evaluation criteria	9.2 Evaluation methods	9.3 Percentage in the final grade
9.4. Course	Understanding and acquiring specialized concepts; The correctness of the use of the accumulated specialized knowledge; Logical coherence in thinking.	Final exam (to be held in session)	60%
		Carrying out an individual activity (to be carried out and evaluated during the semester)	10%
9.5. Seminar/ laboratory	The 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%

9.6 Minimum standard for passing

To obtain a grade of 5, students must:

- Knows the fundamental notions taught;
- Use and apply specialist concepts correctly.

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

Prof.dr. Smaranda Adina COSMA

Signature of seminar coordinator

Prof.dr. Smaranda Adina COSMA

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."