

“BOGDAN VODĂ” UNIVERSITY OF CLUJ-NAPOCA
FACULTY OF ECONOMICAL SCIENCES
SPECIALIZATION: MANAGEMENT, MANAGEMENT BAIA MARE,
FINANCE AND BANKS, ACCOUNTING AND MANAGEMENT
INFORMATICS
2010-2011 ACADEMIC YEAR

DISCIPLINE FILE

Name of discipline	BASIC MARKETING				
Code of discipline	EC 1205	Year	I	Number of credits	5
		Semester	II		

Faculty	ECONOMICAL SCIENCES	Nr. of hours semester/activities		
Profile	ECONOMIC	Total	C	S
Specialization	MC	42	28	14

Course type DF – fundamental, DS – specialize, DC – complementary	DF
Optional course category: DI – imposed, DO – optional, DF – facultative	DI

Prevision disciplines	Mandatory disciplines (conditioned) Political economy
	Recommended Basic management
Objectives	The presentation of the basic elements of Marketing science, marketing environment and the marketing informational system, the characteristics of the mix marketing. The theoretical issues that are developed during the lessons represent a start up point in developing a marketing vision.
Content (description)	Chapter 1. Marketing- concept, interdisciplinary science Chapter 2. The company marketing environment Chapter 3. The market Chapter 4. The individual consumer behavior Chapter 5. The organizational consumer behavior Chapter 6. Market researches Chapter 7. The market segmentation Chapter 8. The analyze of the competition Chapter 9. The purpose and importance of marketing in tourism

Evaluation form (E – exam, C – colloquy/final test, CW – control works)	E
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Final grade (percentage)	10% seminar activity 10% course activity 80% examination grade				
Selective bibliography	<ol style="list-style-type: none"> 1. Kotler Ph., “<i>Managementul marketingului</i>”, Editura Teora, 2005. 2. Kotler Ph., ‘ Marketing de la A la Z- 80 de concept ape care trebuie sa le cunoasca fiecare manager ‘, Editura Codecs 2006 3. Nita C., Popescu M., “Dictionar de marketing si de afaceri”, Editura Economica, 2006. 4. Pinte Radu Note de curs , Universitatea Bogdan Voda, 2009 5. Pride W.M., Ferrell O.C., “<i>Marketing. Concepts and Strategies</i>”, Seventh Edition, Houghton Mifflin Company, Boston, 2006. 6. Vorszak A (coord.), “<i>Marketing.P.I., Cercetări de marketing</i>”, Editura Risoprint, Cluj-Napoca, 2001. 7. Catana Gh. Alexandru, “Marketing. Filosofia succesului de piata.vol.I”, Editura Dacia, Seria Universitara, Cluj-Napoca, 2006. 8. Demetrescu M.C., “<i>Noul Marketing</i>”, Editura Europa Nouă”, 2004. 				
Necessary educational materials list	Book, course notes, content to solve problems				
Coordinator of discipline	Didactic title	Title	First name	Last name	Signature
	LECTURER	PH	Radu	Pinte	