

“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	MARKETING POLICIES AND STRATEGIES				
Code of discipline	MC 3104	Year	III	Number of credits	5
		Semester	I		

Faculty	ECONOMICAL SCIENCES	Nr. of hours semester/activities		
Profile	ECONOMIC	Total	C	S
Specialization	MANAGEMENT	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) Basic Marketing
	Recommended Strategic management
Objectives	The understanding of the mix marketing, the strategies that follow the product, the price, the advertising and the distribution. There must be a very good thinking of strategic marketing , marketing organization and marketing research.
Content (description)	Chapter 1. Strategic planning Chapter 2. The process of marketing planning Chapter 3. The product policy program Chapter 4. The product strategies Chapter 5. The price policy Chapter 6. The distribution policy Chapter 7. The marketing mix communications Chapter 8. The organization of marketing activity Chapter 9. The marketing diagnosis

Evaluation form (E – exam, C – colloquy/final test, CW – control works) E					
Final grade (percentage)	10% seminar activity 10% course activity 80% examination grade				
Selective bibliography	<ol style="list-style-type: none"> 1. Foltean F. și alții, “<i>Marketing</i>”, Editura Brumar, 2005. 2. Kotler Ph., “<i>Managementul marketingului</i>”, Editura Teora, 2004. 3. Nita C., Popescu M., “<i>Dictionar de marketing si de afaceri</i>”, Editura Economica, 2006. 4. Pinte Radu, <i>Cercetri si politici de marketing, note de curs</i> Universitatea Bogdan Voda 2009 5. Pride W.M., Ferrell O.C., “<i>Marketing. Concepts and Strategies</i>”, Seventh Edition, Houghton Mifflin Company, Boston, 2004. 6. Vorszak A (coord.), “<i>Marketing.P.I., Cercetări de marketing</i>”, Editura Risoprint, Cluj-Napoca, 2001. 7. Catana Gh. Alexandru, “<i>Marketing. Filosofia succesului de piata.vol.I</i>”, Editura Dacia, Seria Universitaria, Cluj-Napoca, 2006. 8. Demetrescu M.C., “<i>Noul Marketing</i>”, Editura Europa Nouă”, 2006. 				
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	