

MARKETING

1. COURSE/MODULE SHEET

Faculty	Economic engineering and business				
Department	Economic theory and Marketing				
Cycle of studies	Undergraduate studies, Cycle 1				
Study Program	0413.1 Business Administration				
Year of study	Semester	Evaluation Type	Formative category	Optionality category	ECTS Credits
I	II	E	F – fundamental course unit	O - compulsory course unit	4

2. Total Estimated Time

Total hours in the curriculum	Of which:				
	Lecture hours		Individual work		
	Course	Laboratory /seminar	Year project	Theoretical study	Practical preparation
120	30	30	-	60	-
120	12	12	-	96	-

3. Prerequisites for Course Access

According to the curriculum:	Economic Mathematics, Economic Theory
According to competencies:	Awareness of economic theory methods and application of mathematical calculation procedures

4. Educational Process Conditions

Lectures:	To present theoretical material in the lecture hall, a projector and a computer are required. Student tardiness and phone conversations during the lecture are not tolerated
Laboratory/Seminar:	Active dialogue between the instructor and students to reinforce material taught in lectures and studied independently.

5. Specific Competencies Acquired

Professional competencies	CP 1. Use of concepts, principles, methods, and techniques specific to marketing research • C1.1. In-depth knowledge of concepts, principles, methods, and techniques specific to marketing research • C1.2. Assimilation of concepts, principles, methods, and techniques specific to marketing research • C1.3. Application of concepts, principles, methods, and techniques specific to marketing research • C1.4. Comparative approach and valorization of marketing research techniques • C1.5. Designing a marketing research project CP 2. Analysis of the internal and external marketing environment of a company • C2.1. Knowledge of basic concepts and description of marketing environment components • C2.2. Explanation and interpretation of marketing environment research methods • C2.3. Identification and evaluation of influencing factors on business activity • C2.4. Application of methods to study a company's marketing environment • C2.5. Conducting a marketing environment study CP 4. Development of marketing policies and strategies • C4.1. Definition and explanation of marketing policies and strategies
---------------------------	--

	• C4.2. Identification and description of marketing submix policies • C4.3. Analysis and use of information in marketing decision-making • C4.4. Application of marketing principles and techniques in decision-making • C4.5. Development of the marketing mix CP 5. Organization and management of logistics activities • C5.1. Knowledge of main issues, theoretical concepts, and practical solutions in logistics • C5.2. Assimilation of logistics research concepts, principles, and methods • C5.3. Application of logistics-specific concepts, principles, and techniques • C5.4. Comparative approach to logistics activity techniques • C5.5. Design of a logistics process organization program
--	---

6. Course/Module Objectives

General Objective:	Understanding the basic principles of organizing and operating marketing activities within a company.
Specific Objectives:	Understanding the role and functions of marketing in the economic discipline system. Learning and understanding basic concepts, forms of organization, and evolution of marketing activity in companies.

7. Course/Module Content

Lecture Topics	Contact Hours	
	(Full-time)	(Part-time)
Topic		
T1. Marketing concept and its functions in the market economy	2	1
T2. The company's marketing environment	4	1
T3. Market from a marketing perspective	4	2
T4. Marketing research	4	1
T5. Consumer behavior analysis	4	1
T6. Product policy in the marketing mix	4	2
T7. Pricing policy	2	1
T8. Distribution policy	2	1
T9. Promotion policy	2	1
T10. Marketing activity planning	2	1
Total Lectures:	30	12
Seminar Topics	Contact Hours	
	(Full-time)	(Part-time)
Topic		
T1. Marketing concept and its functions in the market economy	2	1
T2. The company's marketing environment	4	1
T3. Market from a marketing perspective	4	2
T4. Marketing research	4	1
T5. Consumer behavior analysis	4	1
T6. Product policy in the marketing mix	4	2
T7. Pricing policy	2	1
T8. Distribution policy	2	1
T9. Promotion policy	2	1
T10. Marketing activity planning	2	1
Total Lectures:	30	12

8. Bibliographic References

Main References:	1. ARMSTRONG G., KOTLER PH. Introduction to Marketing. Educational Centre Publishing, 2017. ISBN 978-973-021-243-3 2. PISTOL GH. Marketing. 5th Edition. Romania Foundation Publishing, 2007. 3. SETH GODIN. This is Marketing. Publica Publishing, 2019. ISBN 978-606-722-349-1
Supplementary References:	1. BURBULEA, Rodica, MEMEȚ, Diana. The Impact of Artificial Intelligence on Business Strategies. In: <i>Marketing and Logistics in the Digital Era</i>, October 18, 2024, Chișinău. Chișinău: Tehnica-UTM, 2024, pp. 46-51. 2. CHIRIAC, Lilia. Criteria for Segmenting the Tourism Market. In: <i>Proceedings of the National Scientific Seminar "Architectural Heritage: Technical, Economic, and Legal Aspects,"</i> 2nd Edition, October 27-28, 2021. pp. 102-112. ISBN 978-9975-3464-3-6, https://ibn.idsi.md/vizualizare_articol/144375 3. CHIRIAC, Lilia. Marketing Approach Aimed at Valorizing Rural Areas. <i>Journal of Social Sciences</i>, Vol. III (1) 2020, Publishing house "Tehnica UTM," Chișinău, pp. 40-47. ISSN 2587-3490, eISSN 2587-3504 4. CHIRIAC, Lilia. Methodological Guide for the Preparation of the Individual Paper for the Course "Fundamentals of Marketing." Chișinău: UTM, 2020. 23 p. 5. CHIRIAC, Lilia. Modern Teaching-Learning Methods Used in Marketing Courses. In: <i>Proceedings of the International Scientific-Practical Conference "Pedagogical Innovations in the Digital Era,"</i> November 30 - December 1, 2018. IFC Publishing, Chișinău, 2019, pp. 43-47. ISBN 978-9975-3325-1-4. 6. CHIRIAC, Lilia, CHILDESCU, V. Positioning - A Generic Instrument of Strategic Marketing. In: <i>The Technical-Scientific Conference of Collaborators, Doctoral Students, and Students</i>, November 26-28, 2015. Chișinău, Tehnica-UTM Publishing, 2016, vol. II, pp. 464-465. ISBN 978-9975-45-440-7 ISBN 978-9975-45-442-1 (Vol. – II) 7. CHIRIAC, Lilia, CHILDESCU, V. The Client - A Key Element in Business. In: <i>Collection of Articles. Eurasian Business Conference</i>, April 1, 2017. Chișinău, pp. 25-35. ISBN 978-9975-53-814-5 8. CHIRIAC, Lilia, ROTARU, O. Methods for Analyzing the Marketing Environment of Enterprises in the Residential Construction Sector. <i>Scientific Annals. "C. Stere" European University of Political and Economic Studies</i>, 2014, Edition II, Volume 2, pp. 64-72, ISSN 1857-4858. 9. CHIRIAC, Lilia, SUVAC, N. Capitalizing on the Enterprise's Potential through Marketing Activity Planning. In: <i>Competitiveness and Innovation in the Knowledge Economy: Int. Sci. Conf.</i>, September 26-27, 2014, Volume I, Chișinău: ASEM, 2014, pp. 125-129, ISBN 978-9975-75-715-7. 10. CHIRIAC, Lilia, SUVAC, N. Theoretical Aspects of the Marketing Activity Planning Process in the Enterprise. In: <i>The Jubilee Technical-Scientific Conference of Collaborators, Doctoral Students, and Students</i>, October 20-21, 2014. Chișinău, Tehnica-UTM Publishing, 2015, vol. III, pp. 415-418. ISBN 978-9975-45-382-0. 11. CHIRIAC, Lilia. Lateral Marketing - A New Paradigm of Modern Marketing. In: <i>The Jubilee Technical-Scientific Conference of Collaborators, Doctoral Students, and Students</i>, October 20-21, 2014. Chișinău, Tehnica-UTM Publishing, 2015, vol. III, pp. 411-414. ISBN 978-9975-45-382-0. 12. DANIELA SUHANEA, ATILA BIRTHA. What Marketing Really Is. Hyperliteratura Publishing. 2021. 168 p. ISBN 978-606-967-119-1. 13. GRIGORAȘ, M., CHIRIAC, L. Marketing: Methodological Guidelines. Chișinău: UTM, 2018. 184 p. ISBN 978-9975-45-537-4. 14. GRIGORAȘ, M., CHIRIAC, L. Promotional Techniques: Methodological Paper. Chișinău: UTM, 2019. 162 p. ISBN 978-9975-45-581-7. 15. GRUNZU, Tatiana, CHIRIAC, Lilia, BEREGOI, Angela. The Role of the Informational Marketing System in Increasing Business Environment Competitiveness. In: <i>Journal of Social Sciences</i>, 2020, vol. 3, no. 1, pp. 48-55. ISSN 2587-3490. DOI: https://doi.org/10.5281/zenodo.3724633. 16. GRUNZU, Tatiana, CHIRIAC, Lilia. The Role of Marketing Research in the Economic Cycle of Enterprises. In: <i>Competitiveness and Sustainable Development in the Context of</i>

	<i>European Integration</i>, 3rd International Economic Conference, November 4-5, 2021. Chişinău, pp. 201-206. ISBN 978-9975-45-739-2. 17.LEVINSON, Jay Conrad. <i>Guerrilla Marketing - High Profits with Low Investments</i>. Bucharest: Bestseller Publishing. 2023. 274 p. ISBN 978-997-577-341-6. 18.MEMET, Diana, BURBULEA, Rodica, GANGAN, Svetlana. <i>Digital Marketing in the Light of Promoting and Strengthening Market Image</i>. In: <i>Competitiveness and Sustainable Development</i>, 5th Edition, November 2-3, 2023, Chişinău. Chişinău: "Tehnica-UTM," 2023, Edition 5, pp. 224-228. DOI: https://doi.org/10.52326/csd2023.35. 19.ROTARU, O., CHIRIAC, Lilia. Content and Importance of Studying the Macro Marketing Environment of Enterprises in the Residential Construction Sector. <i>Studia Universitatis Moldaviae (Series Exact and Economic Sciences)</i>, 2013, no. 2(62), pp. 152-158, ISSN 1857-2073. 20.ROTARU, O., CHIRIAC, Lilia. Content and Importance of Studying the Micro Marketing Environment of Enterprises in the Housing Market. <i>Studia Universitatis Moldaviae (Series Exact and Economic Sciences)</i>, 2014, no. 7(77), pp. 156-165, ISSN 1857-2073. 21.ROTARU, Olesea, CHIRIAC, Lilia. Content and Importance of Studying the Micro Marketing Environment of Enterprises in the Housing Market. In: <i>Studia Universitatis Moldaviae (Series Exact and Economic Sciences)</i>, 2014, no. 7(77), pp. 156-165. ISSN 1857-2073.
--	---

9. Assessment

3. Assessment					
Evaluation Type	Periodic		Current	Individual Work	Final Exam
	EP 1	EP 2			
Full-time	15%	15%	15%	15%	40%
Part -time	25%			25%	50%
Minimum Performance Standard:					
Attendance and active participation in lectures and seminars					
Minimum grade of "5" for each assessment					
Minimum grade of "5" in current evaluation and individual work					
Demonstration of knowledge of specific course objectives in the final exam					