

SYLLABUS
Academic year 2024-2025
Year of study III / Semester II

1. Information on academic program

1.1. University	“1 Decembrie 1918” University of Alba Iulia
1.2. Faculty	Faculty of Economics
1.3. Department	Business Administration and Marketing
1.4. Field of Study	Business Administration
1.5. Cycle of Study	Bachelor
1.6. Academic program / Qualification/ ESCO Code	Business Administration / 242102 Process improvement specialist, 242104 Process manager, 242110 Specialist in planning, control, and reporting of economic performance; ESCO Code 2421 - Management and Organisation Analysts

1. Information of Course Matter

2.1. Course		International Marketing		2.2. Code		BA 323	
2.3. Course leader				Lecturer PhD. Lazea Ruxandra			
2.4. Seminar Tutor				Asoc. PhD. Student Beldean Ionela			
2.5. Academic Year	3	2.6. Semestrer	2	2.7. Type of Evaluation (E – final exam/ CE - colloquy examination / CA -continuous assessment)	E	2.8. Type of course (C – Compulsory, Op – optional, F - Facultative)	C

2. Course structure (Weekly numbers of hours)

3.1. Weekly number of hours	4	3.2. course	2	3.3. seminar, laboratory	2
3.4. Total number of hours in the curriculum	56	din care: 3.5. curs	28	3.6. seminar/laborator	28
Allocation of time:					ore
a. Individual study of readers					20
b. Documentation (library)					10
c. Home assignments, essays, Portfolios					8
d. Tutorials					2
e. Assessment (examinations)					2
f. Other activities (study visits, student mentoring, projects)					2

3.7 Total number of hours for individual study(a+b+c)	38
3.8. Total number of hours in the curriculum(d+e+f+3.4)	62
3.9 Total number of hours per semester (3.7+3.8)	100
3.10 Number of ECTS	4

3. Prerequisites (where applicable)

4.1. curriculum-based	<i>Courses to be covered from previous semesters: Marketing, Marketing Research, Consumer Behavior</i>
4.2. competence-based	<i>Competences offered by the disciplines listed above: Appropriate use of marketing concepts, methods, techniques and tools Using basic knowledge to explain and interpret various types of concepts, situations, processes, projects, etc. associated with the field Elaboration of professional projects using established principles and methods in the field</i>

5. Requisites (where applicable)

5.1. course-related	<i>Classroom with video projector/board</i>
5.2. SEMINAR -based	<i>Classroom with video projector/board/computers for drawing up projects</i>

6. Specific competences to be acquired (chosen by the course leader from the programme general competences grid)

Competences/Study results	<p>1. Knowledge, understanding of the basic concepts, theories and methods of the field and area of specialization; their proper use in professional communication</p> <p>2. Using basic knowledge to explain and interpret various types of concepts, situations, processes, projects, etc. associated with the field</p> <p>3. Application of basic principles and methods for solving well-defined problems/situations, typical of the field in conditions of qualified assistance</p>
Transversal competences	<p>CT1 Applying the principles, norms and values of professional ethics within one's own rigorous, efficient and responsible work strategy</p> <p>Solving in real time, in conditions of qualified assistance, a real/hypothetical problem at work, respecting the norms of professional ethics.</p>

7. Course objectives (specific competences grid per programme)

7.1 General objectives of the course	The study of the discipline will provide students with knowledge and skills in the field of international marketing that will help them to make viable decisions in different situations, regarding the market and the application of the marketing mix in a global context.
7.2 Specific objectives of the course	<p>Understanding how companies adapt their products and services to the international marketing environment</p> <p>Understanding the steps required for a firm to internationalize in a foreign market</p> <p>Familiarizing students with international marketing tools</p> <p>Development of an international marketing plan</p>

8. Course contents

8.1 Course (learning units)	Teaching methods	Remarks
Course 1. THE CONCEPT OF INTERNATIONAL MARKETING	Lecture, discussions	2 hours
Curs 2 INTERNATIONAL MARKET ENVIRONMENT – micro and macro environment of the international company	Lecture, discussions	2 hours
Curs 3 COMPETITORS AND RISKS IN INTERNATIONAL MARKETING	Lecture, discussions	2 hours
Curs 4 FOREIGN MARKET STUDY AND SELECTION	Lecture, discussions	2 hours
Curs 5 INTERNATIONAL MARKETING STRATEGIES	Lecture, discussions	2 hours
Curs 6 PRODUCT POLICY IN INTERNATIONAL MARKETING: Theoretical aspects regarding product policy	Lecture, discussions	2 hours
Curs 7 PRODUCT POLICY IN INTERNATIONAL MARKETING: Brand policy in international marketing, Product strategies in international marketing	Lecture, discussions	2 hours
Curs 8 PRICE POLICY IN INTERNATIONAL MARKETING: Theoretical aspects regarding price policy	Lecture, discussions	2 hours
Curs 9 PRICE POLICY IN INTERNATIONAL MARKETING : Types of price strategies	Lecture, discussions	2 hours
Curs 10 DISTRIBUTION POLICY IN INTERNATIONAL MARKETING: Definition and objectives of the concept of distribution, distribution channels	Lecture, discussions	2 hours
Curs 11 DISTRIBUTION POLICY IN INTERNATIONAL MARKETING: International logistics, distribution strategies	Lecture, discussions	2 hours
Curs 12 Promotional POLICY IN INTERNATIONAL MARKETING: Defining the promotional concept and the communication process,	Lecture, discussions	2 hours
Curs 13 Promotional POLICY IN INTERNATIONAL MARKETING: tools and techniques used in international communication	Lecture, discussions	2 hours
Curs 14 Promotional POLICY IN INTERNATIONAL MARKETING: promotional strategies used in international marketing	Lecture, discussions	2 hours

Bibliography

1. Bradley F., Marketing internațional, Ed. Teora, București 2001
2. Danciu V., Marketing internațional Ed. Economică, București.2005.
3. Pop Al. N., Dumitru I., Marketing internațional, Ed. Uranus, București, 2001.
4. Kotler Ph., Managementul marketingului, Ed. Teora, București, 2005.
5. Stremțan F., Marketing internațional, Note de curs, Seria Didactica, Alba- Iulia, 2011.
6. Danciu, Victor, Marketing International: Provocari Si Tendinte La Inceputul Mileniului Trei, , Editura Economica Bucuresti, 2009
7. Danciu, Victor Murea Maria Mirona, Marketing International: Cazuri, Analize, Probleme Editura ASE, Bucuresti 2009
8. Pasco-Berho, Corinne Marketing International, Editura Dunod Paris 2006
9. Mayrhofer Ulrike, Marketing International, Editura Economica Paris, 2004
10. Pop, Marius D. Marketing International, , Editura Alma Mater Cluj-Napoca, 2004
11. Curry, Jeffrey Edmund, Elemente De Marketing International, Editura Teora, Bucuresti, 2001

8.2 Seminar	Teaching methods	Remarks
1. Concept of international marketing - exercises	<i>Resolving exercises, discussions</i>	2 hours
2. International marketing environment – exercises: micro environment in international marketing	<i>Resolving exercises, discussions</i>	2 hours
3. International marketing environment – exercises: macro environment in international marketing	<i>Resolving exercises, discussions</i>	2 hours
4. International marketing environment – study case Gigaset company	<i>Resolving exercises, discussions</i>	2 hours
5. Study and selection of foreign markets: Mobexpert case study on an international market, exercises	<i>Resolving exercises, discussions</i>	2 hours
6. Product policy in international marketing: exercises, case study: Coca Cola integrates its brands under "one brand";	<i>Resolving exercises, discussions</i>	2 hours
7. Designing a product on an international market	<i>Resolving exercises, discussions</i>	2 hours
8. Price policy in international marketing - exercises	<i>Resolving exercises, discussions</i>	2 hours
9. Realization of a price strategy in international marketing	<i>Resolving exercises, discussions</i>	2 hours
10. Distribution policy in international marketing - exercises	<i>Resolving exercises, discussions</i>	2 hours
11. Case study: distribution strategy	<i>Resolving exercises, discussions</i>	2 hours
12. Promotion policy in international marketing: exercises; case study	<i>Resolving exercises, discussions</i>	2 hours
13. Designing an advertising message	<i>Resolving exercises, discussions</i>	2 hours
14. Presentation of the semester project	<i>Discussions</i>	2 hours

Bibliography

1. Bradley F., Marketing internațional, Ed. Teora, București 2001
2. Danciu V., Marketing internațional Ed. Economică, București.2005.
3. Pop Al. N., Dumitru I., Marketing internațional, Ed. Uranus, București, 2001.
4. Kotler Ph., Managementul marketingului, Ed. Teora, București, 2005.
5. Stremțan F., Marketing internațional, Note de curs, Seria Didactica, Alba- Iulia, 2011.
6. Danciu, Victor, Marketing International: Provocari Si Tendinte La Inceputul Mileniului Trei, , Editura Economica Bucuresti, 2009
7. Danciu, Victor Murea Maria Mirona, Marketing International: Cazuri, Analize, Probleme Editura ASE, Bucuresti 2009
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11. Curry, Jeffrey Edmund, Elemente De Marketing International, Editura Teora, Bucuresti, 2001

9. Corroboration of course contents with the expectations of the epistemic community's significant representatives, professional associations and employers in the field of the academic programme

According to the requirements imposed by the labor market, the course will offer students the possibilities and skills necessary to carry out an analysis and interpretation of international marketing phenomena and processes; to simulate, analyze and interpret the stages of an international marketing plan; to analyze the components of the international marketing mix

10. Assessment

Activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of final grade
10.4 Course	<i>Final assessment</i>	<i>Written exam</i>	60%
10.5 Seminar/laborator	<i>Verification of exercises during the semester</i>	<i>Semestral project</i>	40%
10.6 Minimum performance standard: - obtaining minimum grade 5 - attendance of at least 80% of all seminars - minimum 60% attendance at classes - making and presenting the semester project according to the requirements			

Fill in date
14.09.2024

Course leader's signature,
Lecturer PhD. Lazea Ruxandra

Seminar tutor's signature
Asoc. PhD. Student Beldean Ionela

Approval date in department
16.09.2024

Department director's signature,
Assoc. Prof. PhD. Maican Silvia