

SYLLABUS
Academic Year 2024/2025
2nd Year of Study/ First Semester

1. Information about the program

1.1. Institution	„1 Decembrie 1918” University of Alba Iulia
1.2. Faculty	Faculty of Economics
1.3. Department	Business Administration and Marketing
1.4. Study field	Business Administration
1.5. Level	Master
1.6. Study program	Master of Business Administration/ Business administration 242213 Expert accessing European structural and cohesion funds, 242222 Business Information Analyst, 242232 Sustainable Development Expert

2. Information about discipline

2.1. Dicipline title			On-line Marketing Research			2.2. Course code		BA 213			
2.3. Course coordinator			Lecturer PhD.Lazea Ruxandra								
2.4. Seminar coordinator			Lecturer PhD.Lazea Ruxandra								
2.5. Study year		2	2.6. Semester		1	2.7. Evaluation type (E/C/VP)		E	2.8. Type of course (C – compulsory, Op – optional, F - Facultative))		C

3. Number of teaching hours per semester

3.1. Teaching hours per week	3	from wich: 3.2. course	2	3.3. seminar	1
3.4. Total of hours per semester	42	from wich: 3.5. course	28	3.6. seminar/laboratory	14
Distribution of time					Number of hours
Study from course book					40
Suplimentary documentation					40
Preparing for seminars, papers					40
Mentoring					11
Exams					2
Other activities					

3.7. Total of hours per individual study	133
3.8 Total of hours per study plan	42
3.9 Total of hours per semester	175
3.10 Number of ECTS credits allocated	7

4. Preconditions (when is the case)

4.1. of curriculum	
4.2. of competences	

5. Conditions (when is the case)

5.1. for the course	
5.2. for the seminar	

6. Specific competences

Professional	S1. Creative application of research and problem-solving techniques in business
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competences	management; S2. Development of studies and economic reports; S5. Leadership skills and a strong commitment to own professional development; S7. Establishing the business plan, the strategies, the specific plans and programs, the necessary procedures, as well as identifying and applying corrective measures in order to achieve the expected objectives in the best possible conditions; S10. Acquiring theoretical and practical knowledge in the field of business development; S15. Elaborating general organization development strategies (marketing and promotion strategies, etc.); developing studies and analysis, as well as technical-economic, organizational and efficiency opportunities for the specific activities of an organization; S22. Ability to design the methodology of conducting an online marketing research and to collect, analyze and interpret information;
Additional competences	-

7. Discipline objectives

7.1 General objective	Familiarize the students with the methods and techniques specific to marketing research in the on-line environment.
7.2 Specific objective	<i>Presentation of appropriate marketing research techniques that can be used in the on-line environment;</i> <i>Learning outcomes of the course unit: Students acquire the knowledge regarding the measurement of the marketing phenomena in the online environment;</i> <i>Analyzing and interpreting information obtained after conducting the on-line research;</i>

8. Content

Course	Teaching methods	Remarks
1. Marketing research - basic concepts	Lecture, talks	2 hours
2. Differences between classic marketing research and online marketing research	Lecture, talks	2 hours
3. Measurement and scaling in the on-line marketing research	Lecture, talks	2 hours
4. Online marketing research process	Lecture, talks	2 hours
5. Online research tools (keyword search, competitor link tracking, Blogs, on-line surveys)	Lecture, talks	2 hours
6. Online research techniques (audience research, product research, brand research, "scanner research", database research, after-sales studies, or consumer satisfaction)	Lecture, talks	2 hours
7. Online research techniques (audience research, product research, brand research, scanner research, database research, after-sales studies, or consumer satisfaction)	Lecture, talks	2 hours
8. Online research techniques (audience research, product research, brand research, scanner research, database research, after-sales studies, or consumer satisfaction)	Lecture, talks	2 hours
9. Online research techniques (audience research, product research, brand research, scanner research, database research, after-sales studies, or consumer satisfaction)	Lecture, talks	2 hours
9. Methods of obtaining information in marketing research - quantitative methods	Lecture, talks	2 hours
10. Methods of obtaining information in marketing research - quantitative methods	Lecture, talks	2 hours
12. Methods of obtaining information in marketing researches - qualitative methods	Lecture, talks	2 hours
13. Data analysis in marketing research	Lecture, talks	2 hours
14. Data analysis in marketing research	Lecture, talks	2 hours

References		
<ol style="list-style-type: none"> 1. Balaure V. (Coord), Marketing, Editura Uranus, București, 2003 2. Burns, A.C., Bush, R., Marketing Research, Prentice Hall, New York, 2006 3. Cătoiu I. (Coord), Cercetări De Marketing, Editura Uranus, București, 2003 4. Cătoiu I. (Coord.), Metode Și Tehnici Utilizate În Cercetările De Marketing – Aplicații, Editura Uranus, București, 1999 5. Malhotra N. Marketing Research: An Applied Orientation 		
Seminar		
1. Introduction to online marketing research; Measurement and scaling in marketing research	Lecture, talks	2 hours
2. On-line research tools - case studies	Lecture, talks	2 hours
3. Online research techniques - practical applications	Lecture, talks	2 hours
4. Online research techniques - practical applications	Lecture, talks	2 hours
5. Applications on Quantitative Methods in Online Marketing Research	Lecture, talks	2 hours
6. Applications on Qualitative Methods in Online Marketing Research	Lecture, talks	2 hours
7. Methods of data analysis in online marketing research	Lecture, talks	2 hours
References		
<ol style="list-style-type: none"> 1. Balaure V. (Coord), Marketing, Editura Uranus, București, 2003 2. Burns, A.C., Bush, R., Marketing Research, Prentice Hall, New York, 2006 3. Cătoiu I. (Coord), Cercetări De Marketing, Editura Uranus, București, 2003 4. Cătoiu I. (Coord.), Metode Și Tehnici Utilizate În Cercetările De Marketing – Aplicații, Editura Uranus, București, 1999 5. Malhotra N. Marketing Research: An Applied Orientation 		

Corroborating the contents of the discipline with the expectations of epistemic community representatives, professional associations and representative employers in the field of the program

The content of this file and implicitly of the course is the result of consulting information related to the business environment requirements, requirements that we became aware of during meetings with representatives of the business environment within the CEAC committees for the study programs of the Faculty of Economic Sciences. The pragmatic nature of the discipline, resulting from the operationalization of the main activities specific to the organizations, is in accordance with the requirements of the contemporary economic community..

Evaluation type

Evaluation type			
Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percent in the final grade
10.4 Course	- <i>Solving the exam requirements</i>	<i>Oral exam</i>	70%
10.5 Seminar	- <i>Finishing the practical activities</i>	<i>Seminary activities</i>	30%
	- <i>Scientific content of the papers</i>		
	- <i>Involvement in classes topic</i>		
10.6 Minimum performance standard: minimum grade 5			
Demonstrating the competences: <i>Appropriate use of methods and concepts, techniques and tools in on-line marketing research</i>			

Date:
16.09.2024

Signature of course coordinator:
Lecturer PhD. Lazea Ruxandra,

Signature of seminar coordinator:
Lecturer PhD. Lazea Ruxandra

Date for Department approval:
16.09.2024

Signature of the Head of Department:
Assoc.Prof. PhD. Maican Silvia