

Educational Programme	MARKETING (in Romanian , Hungarian)
Degree Awarded	Bachelor in Economics (BEc)
Standard Length of Studies (Number of ECTS Credits)	3 years - 6 semesters - 180 ECTS
Type of Study	Full-time Distance Learning
Higher Education Institution	Babeş-Bolyai University
Faculty / Department	Faculty of Economics and Business Administration/ Department of Marketing
Contact Person	Romanian – Professor Ioan PLĂIAŞ, Phd. Hungarian – Lecturer Alt Monika Anetta, Phd
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Profile of the Degree Programme	Marketing
Target Group / Addressees	Romanian and International students interested in developing skills for a marketing career.
Entrance Conditions	Baccalaureate grade 20% + Average grade of high-school years 80%
Further Education Possibilities	Master Studies
Description of Study	<ul style="list-style-type: none"> - Language of instruction: Romanian, Hungarian - Core courses: Consumer Behavior, Marketing Research, Inferential Statistics, Commodity Study and Quality Assurance, Organizational Management, Marketing Policies, Services Marketing, Acquisition Marketing, Brand Marketing, Sales Management and Promotion, Fairs and Exhibitions, Financial - Banking Marketing, Managerial Accounting - Partner universities / institutions: The Bucharest Academy of Economic Studies, Alexandru Ioan Cuza University of Iasi, West University of Timisoara, Corvinus University of Budapest, Pannon University of Veszprem
Purposes of the Programme	Developing the skills and competencies in implementing marketing activities within the organizations that will employ them (maximizing profits, satisfying customers' needs in terms of economic efficiency, minimizing the gap between customer expectations and offering features, by protecting environment and respecting ethical standards). Reaching a level of knowledge in marketing that will allow the graduates to attend postgraduate studies in the marketing field.
Specialization / Area of Expertise	Students gain knowledge in: Economics, Business, Marketing
Extra Peculiarities	-
Practical Training	Students go through 3 weeks of practical training in the 2 nd year (semester 4) of their studies.
Final Examinations	Research thesis

Gained Abilities and Skills	<p style="text-align: center;">GENERAL ABILITIES</p> <ul style="list-style-type: none"> - Knowing, understanding, analysing, adapting and using the concepts, theories, principles and fundamental methods of investigation and survey specific to market economy; - Explaining and interpreting ideas, processes, phenomena, states and tendencies specific to economic activities and elaborating value judgements based on micro- and macroeconomic level arguments; - The ability to find, interpret and apply norms and regulations in the economic and social fields with a view to solving specific sets of issues; - Collecting, processing, analysing and interpreting data and information on specified issues with a view to elaborating argued diagnoses and syntheses and fundamental decisions; - Oral and written professional communication in at least one foreign language and developing the ability to work efficiently in different cultural environments; - Using technology and modern instruments to process information and manage a database specific to social and economic activities; <p>The ability to teach secondary school students subjects related to economics, in the case of those graduates who have taken a BEc degree and who have also obtained a teaching module certificate.</p> <p style="text-align: center;">SPECIFIC ABILITIES</p> <ul style="list-style-type: none"> - Knowing, understanding and using the concepts and methods specific to marketing; - Drawing up, organizing and managing marketing plans in order to achieve the strategic objectives of the organization; - Engaging in specific activities related to managing and promoting sales; - Researching and elaborating market surveys related to the activity of marketing; - Managing the relationships between the organization and its external environment.
Job Placement, Potential Field of Professional Activity	341904 agent, sales 342101 agent, commercial 342910 interviewer

Date,
01.11.2010

Dean,
Professor Dumitru MATIȘ, PhD

Profile Responsible,
Professor Ioan PLĂIAȘ, PhD