

Educational Programme	MARKETING AND CORPORATE MANAGEMENT (in French)
Degree Awarded	Master in Marketing and Corporate Management
Standard Length of Studies (Number of ECTS Credits)	2 years – 4 semesters – 120 ECTS
Type of Study	Full-time
Higher Education Institution	Babeş-Bolyai University
Faculty / Department	Faculty of Economics and Business Administration/ Department of Marketing
Contact Person	Professor Marius D. POP, 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.
Admission Conditions	Bachelor Degree + Certificate of Language Ability + Admission examination (according to the admission regulation)
Further Education Possibilities	The master's programme aims at providing students with the appropriate tools for further doctoral studies.
Description of the Study	<ul style="list-style-type: none"> - Language of instruction: French - Core courses: Organizational Psychology, Intercultural Business Communication, Econometrics of Qualitative Variables, Internal Marketing, Financial Accounting for Project Management, Complements of Financial and Actuarial Mathematics, Internet for Business, International Marketing, Risk Management, Direct Marketing and Promotional Communication, Commercial Law, Financial Standing, Business Negotiation, Scoring Methods. - Partner universities / institutions: Ecole de Management Grenoble
Purposes of the Programme	<p>Developing the skills and competencies in marketing and business administration, so as to:</p> <ul style="list-style-type: none"> - acquire a better understanding of the business world's actualities - initiate into conceiving and implementing marketing actions - develop analysis, anticipation, innovation and assessment skills - acknowledge and embrace information and communication technologies - create an international span and perspective - initiate into teamwork and initiative
Specialization / Area of Expertise	Students gain knowledge in Economics, Business, Marketing
Extra Peculiarities	-

Practical Training	Students go through a practical training in the 2 nd year (semester 4) of their studies while preparing their research thesis.
Final Examinations	Research Master Thesis
Gained Abilities and Skills	<p style="text-align: center;">GENERAL SKILLS</p> <ul style="list-style-type: none"> - Drawing up synopses and studies needed for organizational management through diagnosing economic systems and their specific environment, with a view to making economic decisions and devising strategies and economic policies. - Undertaking original research in the field of economics, based on advanced methods leading to the development of scientific knowledge and research methodology. - Applying business administration knowledge and skills to perform systemic analyses and solve problems within predefined contexts. - Undertaking managerial roles and functions and carrying out complex professional tasks responsibly and autonomously. - Systematic and advanced knowledge of quantitative and qualitative modelling methods and their application to economic diagnostics and forecasting. - Acquiring a set of scientific research skills allowing further professional development at doctoral level. - Developing management, leadership and team-working skills. <p style="text-align: center;">SPECIFIC SKILLS</p> <ul style="list-style-type: none"> - Assessment, critical reflection, explanation and interpretation of a company's specific situations through interpretive thinking; - Competencies in the projection, organization and implementation of the activities related to design, distribution and promotion of an organisation's products and services; - The ability to assess marketing problems and to identify, address and solve new cognitive and professional problems; - Leading competencies targeting the managerial process optimization by establishing a permanent synthesis between the environment potential, development options and demand orientations, the use of knowledge and experience in the assessment of situations, the development of a diagnostic; - Analysis and information exploitation skills and their integration in models capable to sustain and replenish the strategic reflection at the entities' level.
Job Placement, Potential Field of Professional Activity	241921 marketing specialist 244104 marketing and commerce consultant/expert/inspector/referrer/economist 244703 professional marketing referrer 245527 marketing events' executive producer

	258109 economist marketing researcher 258110 economist marketing research assistant
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**Date,
01.11.2010**

**Dean,
Professor Dumitru MATIȘ, PhD**

**Profile Responsible,
Professor Marius D. POP, PhD**