

Educational Programme	<b>MARKETING STRATEGIES AND POLICIES (in Romanian, Hungarian)</b>
Degree Awarded	Master in Marketing Strategies and Policies
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 Ioan PLĂIAŞ, 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	Bachelor Degree+ Certificate of Language Ability+ entrance 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 Study	<ul style="list-style-type: none"> <li>- Language of instruction: Romanian, Hungarian</li> <li>- Core courses: Strategic Marketing, Consumer Behaviour and Marketing Strategy, On-Line Marketing, Logistic Chain Management, Business Strategies, Innovation and New Product Marketing, Financial Marketing Strategies, International Marketing, Direct Marketing and Promotional Communication, Advertising, Business Negotiation</li> <li>- 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</li> </ul>
Purposes of the Programme	Developing the skills and competencies in the field of marketing needed in order to successfully integrate into the labor market. The specializations aims developing theoretical and practical abilities related to market demands, supply and consumer behavior. Reaching a level of knowledge in marketing that will allow the graduates of the programme to attend PhD studies in the marketing field.
Specialization / Area of Expertise	Students gain knowledge in: <ul style="list-style-type: none"> <li>- Economics, Business, Marketing, Advertising</li> </ul>
Extra Peculiarities	
Practical Training	Students go through a practical training in the 2 <sup>nd</sup> 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;"><b>GENERAL SKILLS</b></p> <ul style="list-style-type: none"> <li>- 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.</li> <li>- Undertaking original research in the field of economics, based on advanced methods leading to the development of scientific knowledge and research methodology.</li> <li>- Applying business administration knowledge and skills to perform systemic analyses and solve problems within predefined contexts.</li> <li>- Undertaking managerial roles and functions and carrying out complex professional tasks responsibly and autonomously.</li> <li>- Systematic and advanced knowledge of quantitative and qualitative modelling methods and their application to economic diagnostics and forecasting.</li> <li>- Acquiring a set of scientific research skills allowing further professional development at doctoral level.</li> <li>- Developing management, leadership and team-working skills.</li> </ul> <p style="text-align: center;"><b>SPECIFIC SKILLS</b></p> <ul style="list-style-type: none"> <li>- Skills that contribute to the business management process optimization, by developing the capacity to translate information regarding consumer behaviour in marketing activities;</li> <li>- Identifying, addressing and solving some new cognitive and professional problems in the field of marketing;</li> <li>- The creative application of research methods in the field of marketing and the critical assessment of the results obtained, respectively the formulation of different interpretive solutions and the demonstration of their relevance to managerial performance;</li> <li>- Increasing the understanding potential regarding the opportunities generated by the possession of competitive advantages in a dynamic and complex business environment and of negotiation skills;</li> <li>- Skills for exploiting profile information and the capacity to develop competitive decision alternatives.</li> </ul>
Job Placement, Potential Field of Professional Activity	<p>241508 banking officer (credits, marketing, banking products and services)  241921 marketing specialist  244104 counselor/expert/inspector/clerk/economist, commerce and marketing  244703 specialized clerk, marketing  245527 delegated producer, marketing events</p>

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**Date,  
01.11.2010**

**Dean,  
Professor Dumitru MATIȘ, PhD**

**Profile Responsible,  
Professor Ioan PLĂIAȘ, PhD**