

Presentation of the professional Master degree program

MARKETING AND BUSINESS COMMUNICATION

The professional Master degree program *Marketing and Business Communication* (MKCA) is part of the Faculty of Management-Marketing, *Marketing* domain, as a distinct full-time program, taught in Romanian, with the duration of 2 years / 4 semesters.

This program is a major element of the bachelor-master-PhD cycle and it is compatible with the Master degree studies (in terms of mission, objectives and curricula) organized in other universities in Romania and Europe, that prepare experts in this domain or related domains, in compliance with the commitments undertaken under the Bologna Declaration.

The professional Master degree program *Marketing and Business Communication* (MKCA) deals with issues related to the bachelor specialization entitled *Marketing*, and it is a higher qualification extension of the bachelor degree program.

The professional Master degree program *Marketing and Business Communication* (MKCA) is meant for:

- Graduates of the bachelor degree programs in marketing;
- Graduates of the bachelor degree programs in Economic Sciences;
- Graduates of bachelor degrees in other fields than economic, who want specialized training in marketing;
- Professionals from companies, graduates of bachelor degree programs who are already employed and have practical experience.

The aim of the Master degree program *Marketing and Business Communication* (MKCA) is to train high-quality experts in marketing, with competences needed in marketing in organizations, in marketing communication, to integrate working teams in organizations, through educational and scientific research activities typical of the current organizational environment as well as business organizations and public institutions.

After graduating the Master degree program *Marketing and Business Communication* (MKCA), the graduates acquire knowledge, competences, values and attitudes typical of the Master degree that shall give them the opportunity to be hired in marketing, and coordination positions and to add value to their competences in business developed on their own, and to study further on in universities.

The Master degree program *Marketing and Business Communication* (MKCA) has the following overall objectives in its academic curricula:

- ✓ To facilitate the students' processes of learning and research in economics, marketing and management;
- ✓ To develop the ability of the students and graduates to explain and interpret ideas, processes, phenomena, statuses and specific trends of the micro- and macroeconomic activity, in a knowledge-based society;
- ✓ To train graduates, experts in marketing, ready to take managerial roles and decisions in organizations (companies, institution and NGOs), in a knowledge-based society, in the context of the dynamics of the Romanian, European and global market, with competences needed for the marketing of the organizations, marketing communication, who can integrate themselves in teams and organizations;
- ✓ To develop the ability of the students and graduates to analyze and interpret quantitative and qualitative data and information regarding a certain issue;
- ✓ To train entrepreneurs who can add value to the opportunities of the markets, to adapt themselves to the dynamics of the environment, to develop business, to promote new valuable elements: assets, services and elements of innovative supply that can meet the needs of the individuals and society;
- ✓ To conclude partnerships and a community of individuals and organizations in the economic and social environment, both Romanian and European, who want to develop their marketing, managerial and entrepreneurial abilities;
- ✓ To develop a knowledge database of theories, concepts, methods, techniques, tools and good practices, findings of the researchers of the markets and the business environment, to stimulate the scientific research in marketing and the Romanian, European and global economic and social environment;
- ✓ To contribute to the integration of the graduates on the labour market;
- ✓ To promote principles, values and good practices of marketing as domain of knowledge and economic and social practice;
- ✓ To develop ability to analyze statuses and situations and to undertake responsibilities to solve problems, to communicate and to prove the outcome of one's own activity;
- ✓ To contribute to the development of the ability to work independently or on a team to solve issues in well-defined professional contexts.

The Master degree program *Marketing and Business Communication* (MKCA) has the following **specific objectives**:

- ✓ To train the students analyze a wide range of concept, theories, case studies, tools, techniques, strategies and models in marketing and communication;
- ✓ To teach the students about the structure and the functions of marketing, as well as marketing policies and strategies;
- ✓ To teach the students about the latest and most advanced theories and developments in marketing and organizational communication;
- ✓ To teach the students understand how the marketing activity connects to the information and the methodology of other departments and functions of the organizations;
- ✓ To teach the ability to organize and run efficiently the team work, and the relations with other experts in marketing and other economic fields;
- ✓ To develop, assess and implement marketing in complex business environment;
- ✓ To organize efficiently the professional activity;
- ✓ To implement marketing policies adapted to the needs of the companies;
- ✓ To design communication and organizational PR policies;
- ✓ To design and control marketing plans and budgets;
- ✓ To manage the database of customers, the actual implementation of the programs for market research and communication/promotion;
- ✓ To organize the analysis function for the needs of the customers, to plan and implement the strategic marketing;
- ✓ To run the marketing, communication and strategy departments;
- ✓ To identify sources of information, to analyze and interpret actual data from the specialized literature and the scientific marketing papers;
- ✓ To fundament the marketing integrated communication strategies, the operationalization, the control and the assessment of the marketing communication strategy;
- ✓ To promote the marketing spirit and the organizational climate oriented towards the market.

Competences of the graduates of the Master degree program *Marketing and Business Communication* (MKCA):

- *Professional competences*:

C1 – to use properly fundament and advanced knowledge on marketing and specific modern methods of marketing;

C2 – to perform advanced research of marketing by using specialized methods, techniques and tools, both physical and digital;

C3 – to fundament, design and implement marketing strategies, policies and plans in organizations;

C4 – efficient relations with various categories of business partners who facilitate trade transactions.

➤ *Transversal competences:*

CT1 – to apply values and ethics in a responsible performance of complex professional tasks under circumstances of autonomy and professional independence, to promote logical reasoning, practical applicability, assessment and self-assessment in decision-taking;

CT2 - to perform roles typical of the team work according to the hierarchy, including management roles and promoting dialogue, cooperation, positive attitude and diversity, continuous improvement of one's own activity;

CT3 - to perform self-assessment and diagnosis of the need for continuous training in order to create conditions for career advancement and adjustment to the dynamics of the social context and economic environment.

Given these competences, the graduates of the Master degree program *Marketing and Business Communication* (MKCA) have a wide range of opportunities for careers and a wide range of jobs in various organizations, both public and private, from SMEs to multinationals. After finishing their studies, the graduates of the MKCA will have access, depending on their professional aspirations, personality and personal development, to jobs marketing, as marketing expert, product manager, market research analyst, and other occupations according to the Romanian Occupations Catalogue (COR) / ISCO 08 and the requirements of the employers on the labour market.

The curricula of the Master degree program *Marketing and Business Communication* (MKCA) includes compulsory and optional subjects, the practical sessions and a session for dissertation

The subjects studied cover all the issues of the domain. Among the subjects studied: Marketing management, Business communication techniques, Online Marketing and Communication, Business correspondence and Communication in English, Management of

the marketing logistical systems, Quantitative analysis in marketing, Marketing of cooperative organizations, Methodology of scientific research, Agro-marketing and rural touristic organization, Academic ethics and integrity, compulsory subject.

Optional subjects: Statistical polls and investigations/Marketing strategies and policies, HR Strategies and policies/Business Strategies, structures and performance in organizations, Management of design and launching products and services /Management of relational sales, Theory of games and negotiation/Risk assessment in marketing.

The practical session takes place in the 1st semester of the 2nd year of study, under a Practical session guide, available to students at <https://www.artifex.org.ro/graficul-activitatilor/practica-studentilor/>.

The master degree study program ends with the writing and the defending of the dissertation. To pass the dissertation exam, 10 credit points are given in addition to the credit points accrued during the study program (120 ECTS).

Admission to the Master degree program *Marketing and Business Communication* (MKCA) takes place according to the Methodology regarding the organization and implementation of the admission exam for bachelor and master degree programs.

Documents needed for enrollment for the admission exam:

- bachelor degree diploma or equivalent, original and copy;
- diploma supplement or equivalent, original and copy;
- birth certificate, original and copy;
- marriage certificate , original and copy (if the case);
- identity document (copy);
- standard medical certificate, issued by authorized medical offices, certifying that the applicants are able to enroll in higher education;
- 3 photos, 3/4;
- receipt certifying the payment of the enrolment fee (paid at the university cash office);
- framework- agreement for the schooling period (received upon enrolment);
- enrolment sheet, filled in and signed by the applicant, upon enrolment;
- envelope document folder.

The tuition fees for the Master degree program *Marketing and Business Communication* (MKCA) can be found here: <https://www.artifex.org.ro/taxe-si-tarife/>

Enrolment is subject to the number of places approved by ARACIS and published in a G.D. in the current year, and ARACIS standards for master degrees are complied with. More information can be found here: <https://www.artifex.org.ro/admitere/>.

Looking forward to having you our students and partners!