

## The **MARKETING** *undergraduate* program

### - **General Presentation** -

The *Marketing undergraduate* program is accredited and is part of the Management-Marketing Faculty of "ARTIFEX" University of Bucharest, as a distinct section. The duration of studies is 3 academic years (6 semesters), full attendance. The language of instruction (learning and teaching) is Romanian.

The **mission** of this study program is to provide an appropriate framework for the scientific and practical training of future *marketing specialists*, by providing them with the knowledge, skills, values and attitudes necessary to achieve high professional performance in the field of marketing. The program takes into account the use of information technology, thus enabling the graduates to build a successful career, regardless of their workplace (in the private or public sector), to fill a higher position in the professional hierarchy, pursue a career in business and acquire certain research skills in their field.

By completing and graduating from marketing program, the theoretical and practical foundations are established for the development of a marketing career. Thus, graduates will be prepared to work in various organizations (companies, institutions and non-profit organizations), in the context of the peculiarities of knowledge society, the Romanian, European and world markets, able to guide these organizations, both to resources and market and customer needs, to maximize marketing performance, gain competitive advantage by using technologies, facilitate communication, interactions and customer relationships, and business partners, improve business, communication and sales processes. Also, by carrying out this study program, it is intended to create the premises so that future graduates can carry out thorough market research and the economic and social environment, as well as identify and capitalize on market opportunities, to initiate businesses, build teams and organizations, develop and promote new products and values that meet the needs of individuals and society.

Through its academic curriculum, the *undergraduate Marketing* program aims at the following **general objectives**:

- ✓ to assimilate Western standards of academic education, as the basis of training marketing professionals, able to respond to the challenges of European integration and economic globalization, Europeanization and internationalization of the economic system;

- ✓ to facilitate the processes of learning, knowledge and marketing research for students, graduates, academic community members and employees from public and private organizations;
- ✓ to continuously generate and develop a community of individuals and organizations from the economic and social environment (both Romanian and European), who are willing to to develop their marketing knowledge and skills;
- ✓ to develop a knowledge resource base, including theories, concepts, methods, techniques, tools and models of best practices, results of market and business research and to stimulate scientific research in the field of marketing and in the economic and social environment (Romanian, European and global);
- ✓ to train graduates prepared to work in various organizations (business companies, institutions and non-profit organizations), in accordance with the characteristics of the knowledge society, the Romanian, European and world markets, specialists able to guide their organizations towards both resources and market and customer needs, to maximize marketing performance, to gain competitive edge by using technologies, to facilitate communication, interactions and relationships with customers and business partners, to improve business, communication and sales processes;
- ✓ to train graduates equipped with the necessary skills to conduct thorough research of the local market and of the economic and social environment, with entrepreneurial skills necessary to capitalize on market opportunities;
- ✓ to train entrepreneurs capable of identifying and capitalizing on market opportunities, starting up new businesses, building teams and organizations, developing and promoting new products and values that meet the needs of individuals and society.
- ✓ to contribute to the successful integration of graduates on the labor market, in organizations and communities, within the Romanian, European and future society;
- ✓ to promote principles, values and best practices of marketing, as a field of economic and social knowledge and practice, respecting the highest standards of integrity, ethics and social consciousness.

Through its *specific objectives*, the Marketing undergraduate program aims to equip the graduates with the following skills and abilities:

- ✓ to participate in the identification of specific marketing activities within the organization, to determine their sequence and duration;

- ✓ to be familiar with the characteristics of marketing activities in various fields: industry, tourism operations, banks, social and political field, etc.;
- ✓ to carry out certain public relations activities;
- ✓ to contribute to the development of advertising leaflets, catalogues, booklets and brochures;
- ✓ to participate in organizing and performing various marketing activities at fairs and exhibitions;
- ✓ to take an active part in the execution and implementation of marketing plans and programs;
- ✓ to carry out activities of: merchandising, point-of-sale advertising and sales promotion as: merchandiser, sampler, promoter, etc.
- ✓ to monitor and manage the *product portfolio* by customers, market segments, geographical areas, as product manager;
- ✓ to participate in *direct marketing* activities: selecting direct marketing environments, organizing and conducting online marketing campaigns, email marketing;
- ✓ to create and update *marketing databases*; to develop and use such databases for customers, suppliers / providers, products, competitors and markets, in order to validate the decision-making process regarding the organizational marketing mix;
- ✓ to participate in the implementation of *online marketing* activities: selecting the right techniques of traffic generation and development for websites, measuring the performance of online marketing (web analytics), planning and designing websites, optimizing the presence of online sites on search engines (SEO techniques), choosing the right means of online communication, developing social media marketing programs;
- ✓ to participate in the implementation of *market survey* and *data collection* on the organizations' external environment (macro-environment, competitors, distributors, market trends).
- ✓ to monitor the evolution of *market prices* and provide the necessary documentation on the development of the *pricing policy*, in collaboration with other organizational departments;
- ✓ to acquire the necessary skills to participate in (product and service) *brand auditing* - measuring brand awareness and notoriety, brand image, customer loyalty and satisfaction;
- ✓ to acquire the necessary skills to participate in planning, designing and developing brand identity (corporate brands), of product / service brands;
- ✓ to carry out specific *purchasing activities*, as a purchasing agent, an intermediary;

- ✓ to carry out specific *sales activities*, as a sales representative (dealer), distribution agent (distributor), errand person, sales consultant;
- ✓ to act as an interface between the organization and its audience;
- ✓ to perform specific marketing activities in *advertising agencies*: monitoring advertising channels, operative management of advertising concept, creation and production, etc.
- ✓ to manage the company's *client / customer portfolio* (contract follow-ups, inventory / stock-taking);
- ✓ to carry out specific analyses and calculations in their relationships with business partners.

The *Marketing* undergraduate program offers students the possibility of acquiring specific *professional* and *cross-curricular competencies*, corresponding to Level 6 of both the National Qualifications Framework (CNC) and the European Qualifications Framework (CEC/EQF). The qualifications acquired upon completion of this undergraduate program are defined by the **learning outcomes**, expressed in terms of *professional* and *cross-curricular* competences, formed throughout the academic studies.

The competences of the Marketing graduates are the following:

✓ ***Professional competencies:***

- C1 - Proper use of marketing concepts, methods, techniques and tools;
- C2 – Using the proper instruments and software in marketing activities;
- C3 - Collection, analysis and interpretation of *marketing information* on their organization and its environment;
- C4 – Substantiating and developing the *marketing mix*;
- C5 - Using *sales techniques*;
- C6 – Organizing marketing activities within the organization.

✓ ***Cross-curricular competencies:***

- CT1 - Applying principles, rules and values of professional ethics as part of one's own rigorous, efficient and responsible work strategy;
- CT2 - Identifying roles and responsibilities in a pluri-specialized team and applying effective networking and teamwork techniques;
- CT3 - Identifying opportunities for continuous learning and effectively using learning resources and techniques for one's own development.

Considering the above skills and competencies, the completion of the Marketing undergraduate program provides graduates with many opportunities for building a career and

a wide range of employment opportunities in (public and private) organizations, ranging from small and medium-sized firms to multinational companies. Thus, after completing their studies, our Marketing graduates will be able to access various positions, such as: *expert marketing advisor, relationship organizer, commercial / trading assistant*, as well as other occupations, according to the Standard Occupational Classification in Romania (COR) / ISCO 08 and the employers' demands on the labor market. Graduates of the Marketing *undergraduate* program also have the opportunity to further their studies by enrolling in our *postgraduate* (master's degree) program in their marketing field, namely **Marketing and Communication in Business**, as well as other *postgraduate* (master's) programs in the field of economics, which are offered by the "ARTIFEX" University of Bucharest.

The **curriculum** for the Marketing undergraduate program within the Faculty of Management & Marketing is compatible with that of similar programs in European universities and it is specially designed to lay the right foundations for the theoretical and practical training of any economist, but also to ensure the specialization of the future marketing graduate. Thus, the curricula for the Marketing undergraduate program contains, in accordance with the specific standards of ARACIS, the following subject packages: *foundation* courses, covering a minimum of 60 transfer credits (ECTS); *specialized* subjects, *complementary* courses and *relevant* subjects, i.e. related to the students' specialized academic training. Furthermore, academic flexibility is ensured by means of *optional* and *elective* subjects. They are proposed from the second (sophomore) year and complete the student's course of specialization. The choice is made by the student, during the previous academic year (before taking the optional and elective courses). The categories of subjects in the curriculum were chosen in close connection with the proposed professional and cross-curricular competences, the specific ARACIS standards, but also taking into account the recommendations of graduates, alumni, employers and business environment representatives.

The yearly structure of the curriculum for the **Marketing undergraduate** program is as follows:

<b>I<sup>st</sup> Year</b>	
<i>Semester I</i>	<i>Semester II</i>

Mathematics for economics	<i>Macroeconomics</i>
<i>Microeconomics</i>	Business law
Marketing	Economic statistics
Informatics (IT)	Accounting
Management	Finance
Cooperative history and doctrine	Marketing databases
Foreign language (English / French)	Foreign language (English / French)
Physical Education (Sport) I*	Physical Education (Sport) II*

### II<sup>nd</sup> Year

<i>Semester I</i>	<i>Semester II</i>
Econometrics	Sales management
Promotional techniques	Services marketing
Direct marketing	Marketing research
Consumer behavior	<i>Cyber-marketing</i>
Sales techniques	Food marketing
Product and brand management	<i>Internship (Work placement)</i>
Physical Education (Sport) III*	(3 wks x 30 hrs/week)
<b><i>Optional subjects and elective courses</i></b>	<b><i>Optional subjects and elective courses</i></b>
Academic ethics and integrity	Public relations
Contemporary economic doctrines	Consumer protection
	Marketing information systems

\**Physical Education (Sport)* is a compulsory subject, with 3 extra credit points, in addition to the 180 credit points

### III<sup>rd</sup> Year

<i>Semester I</i>	<i>Semester II</i>
International marketing	Strategic marketing
Commodity logistics	Business to business marketing
Co-operative economics	Commercial management
Marketing data analysis	Marketing simulations
Marketing projects	Small business marketing
Business communication in a foreign language (English / French)	<i>Graduation paper methodology</i>
	(2 wks x 35 hrs)
<b><i>Optional subjects and elective courses</i></b>	<b><i>Optional subjects and elective courses</i></b>
Applied marketing programs	Business technologies
Entrepreneurship	Tourism marketing
Non-profit marketing	Merchandising and distribution

The *internship (work placement)* is scheduled to take place during the second semester of the second (sophomore) year and it is based on an *Internship (Work Placement) Guide*, which is available to students at <https://www.artifex.org.ro/graficul-activitatilor/practica-studentilor/>.

The undergraduate studies are completed with the writing and defense of the graduation paper. 10 credit points are awarded for passing the final (graduation) exam, in addition to those (180 ECTS) related to the study program.

**Admission** procedures for the *undergraduate* Marketing program follow the *Methodology regarding the organization of admission tests for the undergraduate and postgraduate study programs.*

The enrolment (and admission test) is contingent upon producing the following documents:

- baccalaureate diploma (or an equivalent certificate) - original document and certified true copy;
- highschool transcripts (or equivalent document), showing the grade point average per years of study (original document and certified true copy);
- birth certificate (original document and certified true copy);
- marriage certificate (original document and certified true copy) (if applicable);
- identity document (copy);
- standard medical certificate, issued by a certified medical facility (doctor's office), proving that applicants are fit for higher education;
- three ¾-size photos;
- receipt conforming the payment of the enrollment fee;
- the framework-agreement (tuition contract) for the entire period of academic studies;
- application form, completed and signed by the candidate upon enrolment;
- envelope file folder.

The *tuition fees* for the *Marketing* program can be found in our website section: <https://www.artifex.org.ro/taxe-si-tarife/>

Admission to all academic programs is dependent upon the enrolment limitations established by ARACIS and published in the Government's Decision of the current year, in compliance with the ARACIS standards for undergraduate academic programs.

For further information regarding enrolment and admission, please go to: <https://www.artifex.org.ro/admitere/>

*We look forward to your becoming our students and partners!*