

# Transilvania University of Brașov, Romania

## Study program: Marketing Policies and Strategies

Faculty:	Economics Science and Business Administration									
Study period:	2 years (master)									
Academic year structure:	2 semesters (14 weeks per semester)									
Examination sessions (two):	winter session (January/February) summer session (June/July)									

Courses per years (C= course; S = seminar; L = laboratory; P = project)

### 1<sup>st</sup> Year

No. crt.	Path	Course	Code	1 <sup>st</sup> Semester					2 <sup>nd</sup> Semester				
				C	S	L	P/Pr	Cred	C	S	L	P/Pr	Cred
01	Common path	Market Behaviors	COPP	2	1			6					
02		Advanced Microeconomics	MICRA	2	1			6					
03		Modelling Economic Decisions	MODD	2		1		6					
04		Business Applied Statistics	STAF	2	1			6					
05		Academic ethics and integrity	ETIA	1			1	6					
06	Path 1 - Marketing Policies in Trade	Strategic Marketing	MKSTR						2	1			5
07		Qualitative Market Research Methods	METC						2	1			5
08		The European Marketing Environment	EME						2	1			5
09		Policies and Strategies in Trade Marketing	POSTM						2	1			5
10		Innovation Marketing	MKINO						2	1			5
11		International Trade/ Financial Strategies in Business	COMRT/ STFINA						2	1			5
06	Path 2 - Marketing Strategies	Marketing Strategies	SMKG						2	1			5
07		Qualitative Marketing Research	CCMK						2	1			5
08		Quantitative Marketing Research	CERCAN						2	1			5
09		Marketing Strategies in International Affairs	SMKAI						2	1			5
10		Integrated marketing communication	COINMK						2	1			5
11		Marketing Policies and Strategies in Tourism/ Marketing Policies in Services	PSTMKT/ PSTMKS						2	1			5

2<sup>nd</sup> Year

No. crt.	Path	Course	Code	3 <sup>rd</sup> Semester					4 <sup>th</sup> Semester				
				C	S	L	P/Pr	Cred	C	S	L	P/Pr	Cred
01	Path 1- Marketing Policies in Trade	E-marketing și social media mix	EMSM	2			1	5					
02		Aesthetics and Design of Goods	DEMF	2			1	5					
03		The Analysis of Marketing data	ADMK	2			1	5					
04		Practical Activity	PRS				6	5					
05		Scientific Research Activity I: „ <i>Strategies of the Marketing Mix</i> ”	ACMIII				2	5					
06		Social marketing politics	POLSOC						2	1			5
07		Informatic Technologies in Trade and Marketing	TICM						2			1	5
08		Scientific Research Activity I: „ <i>Complex projects regarding the research of market phenomena</i> ”	ACSI									2	5
09		Master Thesis	ELDIS									7	15
10		Integrated marketing communication / Relationship Marketing	COINMK/ EUROMK	2	1			5					
01	Path 2 - Marketing Strategies	Multivariat Analysis od Marketing data	AMDM	2			1	5					
02		Modern Methods of Prevision and Simulation in Marketing	MMPSM	2			1	5					
03		Innovation Marketing	MKINO	2	1			5					
04		Practical Activity	PRS				6	5					
05		Scientific Research Activity II: „ <i>Strategies of the Marketing Mix</i> ”	ACSIII				2	5					
06		Social marketing strategies	STRSOC						2	1			5
07		Internet Marketing	TNTMK						2			1	5
08		Scientific Research Activity II: „ <i>Complex projects regarding the research of market phenomena</i> ”	ACMII									2	5
09		Master Thesis	ELDISI									7	15
10		Brand strategies/ Euromarketing	STMAR/ EUROMK	2	1			5					