

Transilvania University of Braşov, 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)

1st Year

No. crt.	Path	Course	Code	1 st Semester					2 nd Semester					
				C	S	L	P	Cred	C	S	L	P	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

2nd Year

No. crt.	Path	Course	Code	3 rd Semester					4 th Semester				
				C	S	L	P	Cred	C	S	L	P	Cred
01	Path 1- Marketing Policies in Trade	E-marketing și social media mix	EMSM	2			1	6					
02		Aesthetics and Design of Goods	DEMF	2			1	5					
03		The Analysis of Marketing data	ADMK	2			1	6					
04		Practical Activity	PRS				6	3					
05		Scientific Research Activity I: Strategies of the Marketing Mix	ACMIII				2	5					
06		Social marketing politics	POLSOC						2	1			8
07		Informatic Technologies in Trade and Marketing	TICM						2			1	8
08		Scientific Research Activity I: „Complex projects regarding the research of market phenomena”	ACSI									2	7
09		Master Thesis	ELDIS									7	7
10		Integrated marketing communication / Relationship Marketing	COINMK/ EUROMK	2	1			5					
01	Path 2 - Marketing Strategies	Multivariate Analysis of Marketing data	AMDM	2			1	6					
02		Modern Methods of Prediction and Simulation in Marketing	MMPSM	2			1	6					
03		Innovation Marketing	MKINO	2	1			5					
04		Practical Activity	PRS				6	3					
05		Scientific Research Activity II: Strategies of the Marketing Mix	ACSIII				2	5					
06		Social marketing strategies	STRSOC						2	1			8
07		Internet Marketing	TNTMK						2			1	8
08		Scientific Research Activity II: „Complex projects regarding the research of market phenomena”	ACMII									2	7
09		Master Thesis	ELDISI									7	7
10		Brand strategies/ Euromarketing	STMAR/ EUROMK	2	1			5					