

Marketing

1. Admission Requirements:

- **Prerequisites:**

- Successful completion of high school studies and obtaining a baccalaureate degree or equivalent.
- Non-EU Citizens - Contingent upon the presentation of the Graduation Certificate from the preparatory year (excluding those who have completed their previous studies in the Romanian language) and obtaining the Letter of Acceptance issued by the Ministry of Education.
- EU Citizens + Swiss Confederation - Contingent upon the presentation of the Graduation Certificate from the preparatory year (excluding those who have completed their previous studies in the Romanian language) and the recognition of their studies by the National Centre for Recognition and Equivalence of Diplomas (CNRED).

- **Entrance Exams:**

The admission average of registered candidates is made up of:

- Average of the baccalaureate exam - weight 100%.

2. Degree Levels:

- Bachelor's Degree: 3-year program.

3. Curriculum:

- **Core Courses:**

Mandatory courses that all students in the program must take:

- Microeconomics
- Mathematics applied in economics
- Business law
- Economic Informatics
- European economy
- Foreign language in business
- Physical training and sports
- Macroeconomics
- Fundamentals of Accounting
- Digital technologies and databases
- Statistics for economics
- Ethics in business
- Management
- Financial accounting
- Public finances
- Marketing
- Econometrics
- Consumer behavior
- Marketing researches
- SME Marketing

- Human resources management
- Entrepreneurship and business management
- Practice skills
- Direct marketing
- Distribution and merchandising
- Analysis of information using SPSS
- Agri-food marketing
- Business to business marketing
- Customer relationship management
- Economic analysis in marketing
- Marketing projects
- Marketing of services
- Marketing simulations
- Promotional techniques
- Elaboration of bachelor paper

• **Electives:**

- Communication in English/French/Italian language
- Economic sociology
- Political science
- Psychology
- Ethics and academic integrity
- Consumer protection
- Selling techniques
- The aesthetics of the goods
- International economic transactions
- Tourism marketing
- Information systems of marketing
- Social-political marketing
- Ethics and social responsibility in business

• **Major/Concentration:**

- Marketing studies and researches, Management studies, Economic and financial analysis, Econometrics.

• **General Education Requirements:**

- Successfully fulfilling mandatory and optional courses and seminars, actively participating in research within student circles, and contributing to scientific conferences.

4. **Credits:**

- Each semester carries a weight of 30 ECTS for mandatory and optional courses, to which 2 credits are added for each of semesters 1-4 for Physical Training and Sport, with a total of 188 ECTS required for graduation.

5. **Internships and Practical Experience:**

- Opportunities for internships or practical experience in the field of study within economic entities.

6.	Research Requirements:
	<ul style="list-style-type: none"> <li data-bbox="332 233 1443 279">• Compilation of the Bachelor thesis.
7.	Academic Advising:
	<ul style="list-style-type: none"> <li data-bbox="332 325 1443 392">• The study program is overseen by a tutor, and the preparation of the Bachelor thesis is conducted under the guidance of a scientific coordinator.
8.	Extracurricular Activities:
	<ul style="list-style-type: none"> <li data-bbox="332 438 1443 506">• Students may have the option to participate in clubs, organizations, or extracurricular activities related to their field of study or personal interests.
9.	Examinations:
	<ul style="list-style-type: none"> <li data-bbox="332 552 1443 669">• Didactic activities will span 14 weeks during each semester and conclude with oral, written, or practical examinations. Successful completion of these exams is mandatory to earn study credits.
10.	Thesis Defense:
	<p data-bbox="316 716 1443 751">The prerequisites for defending a Bachelor thesis before a committee include:</p> <ul style="list-style-type: none"> <li data-bbox="332 751 1443 783">• Attainment of 188 ECTS credits throughout the program.
11.	Graduation Requirements:
	<ul style="list-style-type: none"> <li data-bbox="332 829 1443 947">• Graduation necessitates the fulfillment of all program requirements, encompassing the completion of the required credits (ECTS) and the successful defense of the Bachelor thesis.
12.	Degree Awarding:
	<ul style="list-style-type: none"> <li data-bbox="332 993 1443 1031">• Marketing, Bachelor of Economic Sciences.