Universitatea Naţională de Ştiinţă şi Tehnologie Politehnica Bucureşti
Facultatea de Electronică, Telecomunicaţii şi
Tehnologia Informaţiei

COURSE DESCRIPTION

1. Program identification information

1.1 Higher education institution	**National University of Science and Technology Politehnica Bucharest**
1.2 Faculty	**Electronics, Telecommunications and Information Technology**
1.3 Department	**Electronic Devices, Circuits and Architectures**
1.4 Domain of studies	Electronic Engineering, Telecommunications and Information Technology
1.5 Cycle of studies	Bachelor/Undergraduate
1.6 Programme of studies	Microelectronics, Optoelectronics and Nanotechnologies

2. Date despre disciplină

2.1 Course name (ro) (en)				Marketing Marketing			
2.2 Course Lecturer				Senior Lecturer Dr. Eng. Bogdan Alexandrescu			
2.3 Instructor for practical activities				Senior Lecturer Dr. Eng. Bogdan Alexandrescu			
2.4 Year of studies	4	2.5 Semester	2	2.6. Evaluation type	V	2.7 Course regime	Op
2.8 Course type		C	2.9 Course code	04.C.08.A.023		2.10 Tipul de notare	Nota

3. Total estimated time (hours per semester for academic activities)

3.1 Number of hours per week	3	Out of which: 3.2 course	2	3.3 seminary/laboratory	1
3.4 Total hours in the curricula	42	Out of which: 3.5 course	28	3.6 seminary/laboratory	14
Distribution of time:					hours
Study according to the manual, course support, bibliography and hand notes Supplemental documentation (library, electronic access resources, in the field, etc) Preparation for practical activities, homework, essays, portfolios, etc.					40
Tutoring					4
Examinations					3
Other activities (if any):					0

3.7 Total hours of individual study	8.00
3.8 Total hours per semester	50
3.9 Number of ECTS credit points	2

4. Prerequisites (if applicable) (where applicable)

4.1 Curriculum	Not applicable
4.2 Results of learning	Not applicable

5. Necessary conditions for the optimal development of teaching activities (where applicable)

5.1 Course	Not applicable

5.2 Seminary/ Laboratory/Project	Mandatory attendance at laboratories (according to the undergraduate study regulations at UPB).

6. General objective *(Reffering to the teachers' intentions for students and to what the students will be thought during the course. It offers an idea on the position of course in the scientific domain, as well as the role it has for the study programme. The course topics, the justification of including the course in the currcula of the study programme, etc. will be described in a general manner)*

- developing a comprehensive culture in the field of marketing, in order to build the abilities and skills required for strategic analyses and the management of integrated marketing, and understanding the implications for organizational performance;

- understanding the basic concepts, characteristics, and practices of marketing and applying them to ensure company effectiveness and efficiency;

- acquiring basic knowledge of marketing theory and practice, developing and adopting a managerial way of thinking, and mastering the main tools for analyzing marketing activities.

7. Competences *(Proven capacity to use knowledge, aptitudes and personal, social and/or methodological abilities in work or study situations and for personal and proffesional growth. They refflect the empolyers requirements.)*

Specific Competences	Not applicable
Transversal (General) Competences	CT1. Methodical analysis of problems encountered in activity, identifying elements for which established solutions exist, thus ensuring the fulfillment of professional tasks. CT2. Knowledge of hierarchical levels, efficient information exchange across levels, defining activities by stages, and assigning them to subordinates with a complete explanation of duties. CT3. Ability to adapt to new technologies and to document in Romanian and, at least, in one international language for professional and personal development through continuous training.

8. Learning outcomes *(Synthetic descriptions for what a student will be capable of doing or showing at the completion of a course. The learning outcomes reflect the student's acomplishments and to a lesser extent the teachers' intentions. The learning outcomes inform the students of what is expected from them with respect to performance and to obtain the desired grades and ECTS points. They are defined in concise terms, using verbs similar to the examples below and indicate what will be required for evaluation. The learning outcomes will be formulated so that the correlation with the competences defined in section 7 is highlighted.)*

Knowledge	*The result of knowledge aquisition through learning. The knowledge represents the totality of facts, priciples, theories and practices for a given work or study field. They can be theoretical and/or factual.* Understanding the basic concepts, characteristics, and practices of marketing and applying them to ensure company effectiveness and efficiency. Acquiring basic knowledge of marketing theory and practice, developing and adopting a managerial way of thinking, and mastering the main tools for analyzing marketing activities.

Skills	*The capacity to apply the knowledge and use the know-how for completing tasks and solving problems. The skills are described as being cognitive (requiring the use of logical, intuitive and creative thinking) or practical (implying manual dexterity and the use of methods, materials, tools and intrumentation).* Developing a comprehensive culture in the field of marketing, in order to build the abilities and skills required for strategic analyses and for managing integrated marketing, and understanding their contribution to the organization's performance.
Responsability and autonomy	*The student's capacity to autonomously and responsably apply their knowledge and skills.* Honorable, responsible, ethical behavior, in the spirit of the law, to ensure the profession's reputation. Identifying, describing, and carrying out processes in project management, taking on different roles within the team, and clearly and concisely describing—verbally and in writing, in Romanian and in an international language—the results in the field of activity. Demonstrating initiative and action to update professional, economic, and organizational culture knowledge.

9. Teaching techniques *(Student centric techniques will be considered. The means for students to participate in defining their own study path, the identification of eventual fallbacks and the remedial measures that will be adopted in those cases will be described.)*

Teaching is based on the use of a video projector (covering the communication and demonstrative functions); the oral communication methods used are the expository method and problematization, used frontally. Course materials are the course notes and presentations.

For applications, the following methods are used: Solving case studies in teams, Role-play, Tests and discussions, exercises.

10. Contents

COURSE		
Chapter	**Content**	**No. hours**
1	The concept of marketing management - marketing in the organization - the marketing environment	2
2	The marketing management process - analysis of the marketing environment - the relationship between marketing and strategic planning	4
3	Target marketing - market segmentation and selection of target segments - positioning the company in a market	2
4	Competitive strategies - leader strategies - follower strategies	2
5	Product strategies - the product, the brand - the product life cycle	2
6	Pricing strategies - objectives in setting the price - pricing strategies	2

7	Promotion strategies - the communication process in marketing - developing the promotion plan	2
8	Advertising strategies - advertising objectives - developing the advertising program	2
9	Sales promotion strategies - objectives of sales promotion - the sales promotion program	2
10	Sales management - the personal selling process - the sales plan	2
11	Customer relationship management - customer satisfaction - customer relationship management	2
12	Distribution management - distribution channels - retailing strategies	2
13	Organizing the marketing department - organizational structure - analysis and design of marketing positions	2
	Total:	28

Bibliography:

Alexandrescu, B., Introducere in marketing, Politehnica Press, 2020
Kotler, P., Marketing Management, Prentice Hall, 1990.
Purcarea, A. A., Marketing, Ed. Printech, 1999.
Bacanu, B., Management strategic, Ed. Teora, 1997.

SEMINARY

Crt. no.	Content	No. hours
1	Analysis of environmental factors – discussions, tests	2
2	Consumer analysis and satisfaction	2
3	Product and pricing strategies	2
4	Designing a promotion campaign	2
5	IT in public relations	2
6	Distribution strategies	2
7	Organizing a marketing department	2
	Total:	14

Bibliography:

11. Evaluation

Activity type	11.1 Evaluation criteria	11.2 Evaluation methods	11.3 Percentage of final grade

11.4 Course	Knowledge of fundamental concepts in marketing Understanding the methods used within the main functions of management	Written multiple-choice test	40
11.5 Seminary/laboratory/project	Application of marketing methods in real situations simulated through case studies	Written test Activity during the seminar	60
11.6 Passing conditions			
Obtaining 50% of the points allocated to the discipline			

12. Corroborate the content of the course with the expectations of representatives of employers and representative professional associations in the field of the program, as well as with the current state of knowledge in the scientific field approached and practices in higher education institutions in the European Higher Education Area (EHEA)

In today's society, where the labor market is increasingly demanding, the competencies of the modern engineer cannot be limited to technical and scientific aspects; it is also absolutely necessary to develop practical skills in marketing, to form and use an appropriate managerial language, and to understand the complexity of the economic and business environment.

The course responds concretely to these current needs for development and evolution, aiming to explain, understand, and correctly acquire the concepts and terminology used in the marketing management of various structures in the economic environment.

Date	Course lecturer	Instructor(s) for practical activities
21.09.2026	Senior Lecturer Dr. Eng. Bogdan Alexandrescu	Senior Lecturer Dr. Eng. Bogdan Alexandrescu

Date of department approval	Head of department
22.09.2026	Prof. Dr. Claudius Dan

Date of approval in the Faculty Council	Dean
22.09.2026	Prof. Dr. Mihnea Udrea

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