



**"VASILE ALECSANDRI" UNIVERSITY OF BACAU
FACULTY OF ECONOMIC SCIENCES**

8, Spiru Haret Street, Bacau, 600114
Tel. ++40-234-542411, tel./ fax ++40-234-516345
www.ub.ro; e-mail: stiintec@ub.ro



Field of study: **MARKETING**

Study program: **MARKETING - Full-time attendance / Distance learning**

Academic Year **2023/2024**

CURRICULUM of the 1st YEAR

No.	Title of Discipline	Number of Credits	Evaluation type	Semester
1.	Microeconomics	6	E	1
2.	Informatics	4	E	1
3.	Business Law	4	E	1
4.	Mathematics applied in economy	4	E	1
5.	Accountancy	5	E	1
6.	Foreign Language – En/Fr (1)	1	V	1
7.	Management	6	E	1
8.	Physical training	1	V	1
9.	Statistics	7	E	2
10.	Finances	5	E	2
11.	Macroeconomics	6	E	2
12.	The European Business Environment	4	E	2
13.	Marketing	7	E	2
14.	Foreign Language En/Fr (2)	1	V	2
15.	Physical training	1	V	2

E - exam

V- test (verification)

Dean,
Prof. Ovidiu-Leonard TURCU, PhD

Department Director,
University Lect. Oana Ancuța STÂNGACIU, PhD



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CURRICULUM of the 2nd YEAR

No.	Title of Discipline	Number of Credits	Evaluation type	Semester
1.	Promotional Techniques	5	E	3
2.	Direct Marketing	5	E	3
3.	Econometrics	6	E	3
4.	Consumer's Behaviour	5	E	3
5.	Business Ethics	2	E	3
6.	Foreign Language En/Fr (3)	2	V	3
7.	Users' Safety And Security in The Digital Environmentnt	1	C	3
8.	International Trade (Optional Discipline 1)	4	V	3
	Marketing and sustainable development (Optional Discipline 1)			
9.	Public Relations	5	E	4
10.	Services Marketing	5	E	4
11.	Business to Business Marketing	5	E	4
12.	Human Resources Management	3	E	4
13.	Marketing for Small Businesses	3	E	4
14.	Foreign Language En/Fr (4)	2	V	4
15.	Agrifood marketing (Optional Discipline 2)	4	V	4
	Marketing turistic (Optional Discipline 2)			
16.	Consumer's protection (Facultative Discipline)	4	V	4
17.	Product Design and Aesthetics (Facultative Discipline)	4	V	4
18.	Foreign Language II - En/Fr (1) (Facultative Discipline)	4	V	4
19.	Specialty practice (3 weeks x 30 hours)	3	C	4
20.	Physical training	1	V	4

E – exam,

C – colloquy

V – test (verification)

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CURRICULUM of the 3rd YEAR

No.	Title of Discipline	Number of Credits	Evaluation type	Semester
1.	Marketing Researches	5	E	5
2.	Strategic Marketing	5	E	5
3.	Cybermarketing	4	E	5
4.	Initializing in entrepreneurship	4	E	5
5.	International Marketing	5	E	5
6.	Marketing Projects	3	V	5
7.	Marketing Simulations (Optional Discipline 3)	4	V	5
	Product and brand management (Optional Discipline 3)			
8.	Non-food goods and user security (Facultative Discipline)	2	V	5
9.	Food goods and user security (Facultative Discipline)	2	V	5
10.	Foreign Language II - En/Fr (2) (Facultative Discipline)	2	V	5
11.	Social and Political Marketing	4	E	6
12.	Customer's Relationships Management	4	E	6
13.	Marketing Management	3	E	6
14.	Sales Techniques	4	E	6
15.	Analysis of Information by using SPSS	4	V	6
16.	Marketing Application Programmes (Optional Discipline 4)	4	E	6
	Management of Small and Medium-Sized Enterprises (Optional Discipline 4)			
17.	Database for Marketing (Optional Discipline 5)	4	V	6
	Prices and Competition (Optional Discipline 5)			
18.	Research Stage for the Development of Graduation Work (3 weeks x 30 hours)	3	V	6

E - exam

V – test(verification)

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