



**"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 AND BUSINESS COMMUNICATION – Full-time attendance**

Master's degree.

Academic Year **2019/2020**

CURRICULUM of the 1st YEAR

No.	Title of Discipline	Number of Credits	Evaluation type	Semester
1.	Planning and Organizing the Marketing Research	8	E	1
2.	Optimizing Methods for the Consumer's Buying Decision	8	E	1
3.	Professional law	4	E	1
4.	Ethics and Academic Integrity	3	E	1
5.	Relational Marketing (Optional 1) / Decision Management (Optional 1)	7	V	1
6.	The psycho-pedagogy of adolescents, young people and adults (Facultative)	5	E	1
7.	Marketing Research Methods	8	V	2
8.	Marketing Communications	8	E	2
9.	Interorganizational Marketing	7	E	2
10.	Distribution and Merchandising	7	E	2
11.	Designing and managing educational programmes (Facultative)	5	E	2
12.	Educational communication (Optional 2) / Counselling and orientation (Optional 2) / The methodology of educational research (Optional 2) / Inclusive education (Optional 2) (Facultative)	5	E	2

E - exam

V- test(verification)

Dean,
Prof. Ovidiu-Leonard TURCU, PhD

Programme Coordinator,
Associate Prof. Bogdan
NICHIFOR, PhD

Department Director,
Prof. Eugenia HARJA,
PhD



**"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 AND BUSINESS COMMUNICATION – Full-time attendance**

Master's degree.

Academic Year **2019/2020**

CURRICULUM of the 2nd YEAR

No.	Title of Discipline	Number of Credits	Evaluation type	Semester
1.	Planification in Advertising and Mass Media Actions	8	E	3
2.	Sales Promotion, Public Relations and Sales Force	7	E	3
3.	Products and Marks Management	8	V	3
4.	Data Analysis in Economics	7	E	3
5.	Business Risk	6	E	4
6.	Online Marketing	7	E	4
7.	Scientific economic research	4	E	4
8.	Specialty training (12 weeks x 7 hours)	3	C	4
9.	Elaboration of dissertation thesis (2 weeks x 12 hours)	10	C	4

E - exam

V- test(verification)

C – colloquy

Dean,
Prof. Ovidiu-Leonard TURCU, PhD

Programme Coordinator,
Associate Prof. Bogdan
NICHIFOR, PhD

Department Director,
Prof. Eugenia HARJA,
PhD