

# COURSE GUIDE – short form

Academic year 2017 - 2018

Course name <sup>1</sup>	<b>MARKETING COMMUNICATION</b>					Course code	1ISI15 DC			
Course type <sup>2</sup>	DS	Category <sup>3</sup>	DO	Year of study	1	Semester	1	Number of credit points	2	

Faculty	Faculty of Materials Science and Engineering	Number of teaching and learning hours <sup>4</sup>					
Field	Industrial Engineering	Total	L	T	LB	P	IS
Specialization	SECURITY IN ENGINEERING INDUSTRY	42	14	14	-	-	14

Pre-requisites from the curriculum <sup>5</sup>	Compulsory	-
	Recommended	-

General objective <sup>6</sup>	Students will obtain an insight into the implications of marketing communication and its importance for the company's activity
Specific objectives <sup>7</sup>	Identify the fundamental concepts in marketing. Devise communication strategies, to choose the mix of communication and to assess the results of communication.
Course description <sup>8</sup>	The definition of the target consumer description and market. The establishment of the communication strategy Realization of the communication campaign. Communication budget.

Assessment		Schedule <sup>9</sup>	Percentage of the final grade (minimum grade) <sup>10</sup>
Continuous assessment	Class tests along the semester		%
	Activity during tutorials/laboratory works/projects/practical work		20%
	Assignments		20%
Final assessment	Final assessment form <sup>11</sup>	colloquy	60%
	Examination procedures and conditions: Assignments and their ongoing conditions: Colloquium organized on a project basis and individual discussions.		

Course organizer	Associate professor Ph.D. Gabriel Asandului
Teaching assistants	Associate professor Ph.D. Gabriel Asandului

<sup>1</sup>Course name from the curriculum

<sup>2</sup> DF – fundamental, DID – in the field, DS – specialty, DC – complementary (from the curriculum)

<sup>3</sup> DI – imposed, DO – optional, DL – facultative (from the curriculum)

<sup>4</sup> Points 3.8, 3.5, 3.6a,b,c, 3.7 from the Course guide – extended form (L-lecture, T-tutorial, LB-laboratory works, P-project, IS-individual study)

<sup>5</sup> According to 4.1 – Pre-requisites - from the Course guide – extended form

<sup>6</sup> According to 7.1 from the Course guide – extended form

<sup>7</sup> According to 7.2 from the Course guide – extended form

<sup>8</sup> Short description of the course, according to point 8 from the Course guide – extended form

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<sup>9</sup> For continuous assessment: weeks 1 – 14, for final assessment – colloquium: week 14, for final assessment-exam: exam period

<sup>10</sup> A minimum grade might be imposed for some assessment stages

<sup>11</sup> Exam or colloquium