

**ROMANIAN-AMERICAN
UNIVERSITY**



MARKETING

(Bachelor Program)

**DUAL DEGREE PROGRAMME offered by our SCHOOL OF
MANAGEMENT-MARKETING and CITY College, University of York
Europe Campus**



SCHOOL OF MANAGEMENT- MARKETING

1B Expozitiei Blvd., Sector 1, Bucharest
Phone: +40.372.120.134
e-mail: mm@rau.ro
web: www.rau.ro



**ROMANIAN-AMERICAN UNIVERSITY
SCHOOL OF MANAGEMENT-MARKETING**

MARKETING

Bachelor Program

(TOUGHT IN ENGLISH)

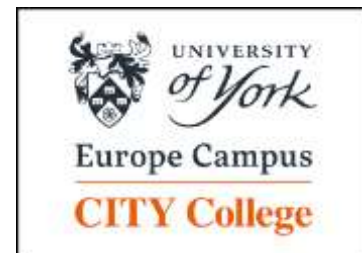




The primary task undertaken by the Marketing Bachelor Programme is to prepare students so that they meet the challenges posed by their employment in companies that are compelled to carry out activities in a business environment increasingly internationalized, technological and competitive, by providing training and a relevant experience in the field. Therefore, the **Marketing** bachelor programme aims to address the curricula not only in theoretical terms, but also to create multiple connections between practice and research.

Dual Degree Opportunity

The Romanian–American University offers the opportunity to take advantage of the Dual Degree programmes developed with UNIVERSITY OF YORK, City College, European Campus of the University of York.



The BA (Hons) in Marketing programme is addressed to high-school graduates who intend to build a successful career in all functional areas of business: human resource management, operations management, logistics, marketing, advertising, product management, marketing research, retail marketing, public relations. The modules taught cover the whole range of business functions, dealing with the technical and human elements of an organisation. Taking into account that organisational studies is a very broad field of study, the curriculum consists of a coherent set of interrelated support, functional, and cross-functional modules of increasing difficulty and complexity, as we move forward from Stage I to Stage II to Stage III. Modules of Stage I and Stage II are common for all students. The curriculum is different at Stage III, according to the specific area of specialization Marketing.

The curriculum of this degree programme guarantees that students will develop an adequate organisational knowledge base, along with a set of practical skills that will allow them to implement effectively theoretical concepts and management techniques to complex real-life business situations. Through a series of traditional and innovative methods of interactive teaching, learning, and assessment, this suitable blend of theory and practice generates high-quality graduates, who are well received by the local and regional companies. This is reflected in the impressive employment record of our graduates in a wide range of job positions, such as human resource management, marketing, advertising, public relations, sales management, logistics, retailing, marketing research, operations management in small and medium enterprises, and large corporations, both in product and service industries.

The undergraduate students of the BA (Hons) in Marketing programme are a truly international group, with students from many South-Eastern Europe countries taking part. Their experiences and cultures are different, and the programme gives students an excellent opportunity to gain a greater understanding of the wider regional and international business community in which they will work in the future.



Programme Aims:

1. Provide to the students research-informed scientific knowledge in the field of marketing through high-quality teaching, and a solid basis for their wider personal, social and cognitive development.
2. Prepare students for future employment in major functional areas of an organisation, such as marketing, human resources, operations.
3. Combine marketing theory and practice by developing close links with the real business world.
4. Allow the students to acquire and develop a set of appropriate technical, interpersonal, and cognitive skills, in order to become effective marketers.
5. Allow the students to acquire and develop diagnostic, decision-making, and problem-solving skills in a real-life simulation context, in order to become effective marketers.
6. Prepare students for further organisational studies at a graduate Stage.

Programme Learning Outcomes

Knowledge and understanding

By the end of programme, students will have gained knowledge and understanding of:

K1 - the roles and responsibilities of the marketer in contemporary societies.

K2 - the support disciplines of economics, statistics, mathematics, and information technology.

K3 - theory and practice in subjects concerning the wider economic, social, cultural, legal, political, and global business environment.

K4 - theory and practice in the functional area of marketing.

K5 - theory and practice in the functional area of finance and accounting.

K6 - theory and practice in the functional area of human resources (employee behaviour and motivation in the workplace, staffing and employee training practices).

K7 - the operations function in contemporary organisations and its role in raising corporate productivity.

K8 - the strategy formulation and implementation process, and the process of business plan creation, both at country and international Stages.

K9 - various characteristics of contemporary societies, depending on the specific electives

K10 - thorough understanding of the systemic, interdisciplinary, and contingency approaches to marketing.

Skills and other attributes

By the end of the programme, students will have acquired and developed appropriate:

Generic skills, i.e.:

S1 - Study skills, e.g. the ability to manage effectively study time, take notes, etc.



S2 - Written communication skills, i.e. the ability to write essays and reports precisely, accurately, fluently, according to the rules of academic writing in terms of structure, content, and referencing.

S3 - Oral communication skills, i.e. the ability to participate constructively to class discussions, give short talks or presentations on a chosen topic, and use appropriate visual aids.

S4 - IT skills, including internet, intranets, spreadsheets, word processing, power-point presentations, electronic databases.

S5 - Interpersonal (human) skills, especially the ability to work effectively in teams in the framework of group assignments.

Subject-specific skills, i.e.:

S6 - Diagnostic, decision-making and problem-solving skills in a case-study or real-life simulation context, using quantitative and qualitative tools of analysis.

S7 - Conceptual and critical thinking skills, e.g.

- the ability to gather, process, analyse and interpret information, and draw appropriate conclusions;
- the ability to consider a problem from a number of different perspectives;
- the ability to apply the principles of marketing theory in the framework of a general case study analysis;
- the ability to see the organisation as a whole, and to position it effectively in its wider external environment, in order to pursue a successful competitive strategy.



CURRICULUM

1st YEAR, 1st SEMESTER

COMPULSORY SUBJECTS

Principles of Microeconomics

5 ECTS, 2 hours course, 1 hour seminar, 1 hour project

This unit aims to introduce students to the fundamentals of Microeconomics and provide a solid base with respect to economic thinking and economic analysis. Students will acquire an in-depth knowledge of the markets operation, the factors of production and the behaviour and decisions of households and firms. More specifically, a thorough analysis of the main economic issues will be offered, focusing on scarcity, opportunity costs and production possibilities, comparative advantage, supply and demand, market equilibrium, costs and revenues, product pricing and outputs, markets efficiency and the role of the government. Through the material covered students will acquire the basic economic knowledge that will support future decisions on economic issues and will enhance their skills with respect to the application, analysis, synthesis and evaluation of various microeconomic phenomena.

Quantitative Methods for Business and Finance

5 ECTS, 2 hours course, 2 hours seminar

This introductory module provides an understanding of the basic mathematical methods required for the study of business and finance related problems. The module satisfies the mathematics competency requirements for a first stage student in business

Principles of Management

4 ECTS, 2 hours course, 1 hour seminar

Individuals working in organisations in the twenty-first century will have a greater need than ever for effective management skills. As fierce global competition is expected to continue to accelerate, it is these skills that will help organisations to differentiate. Gaining and sustaining a competitive advantage will become more critical to survival and success. Students attending this course will be given the opportunity for an in-depth understanding of the basic management functions to be utilized in future courses and in their everyday working lives which include: planning, organizing, leading and, controlling. Emphasis will be given to entrepreneurship and innovation in an era in which innovating quickly to stay ahead of competition has become more important than ever.

Information technology

5 ECTS, 1 hour course, 2 hours lab

Information Technology (IT) is in a constant state of evolutionary change. IT now enables the transformation of businesses into networks of collaborating business organisations adopting structures built around business processes exploiting core competencies. Especially with the introduction of the Internet and e-commerce, there are great impacts on organisations. This unit elaborates on the functional relevance of IT, not only within the entire organisation but in inter-organisational settings as well. It teaches to students that managing information resources, new technologies and communication networks are becoming a critical success factor in the operations of many organisations, private and public, and will be essential to the survival of organisations in the digital economy. As a modern marketer knowledge of IT even at a software level is becoming essential, together with an in-depth knowledge of the world of computer crime, cloud computing and E-commerce.

Principles of Accounting

4 ECTS, 2 hours course, 1 hour seminar

In the business context, accounting may be viewed as an information system that measures, processes and communicates information, primarily financial in nature, about a business entity for the purpose of making business decisions.

The focus of the unit involves the understanding of how accounting provides information that is useful to external users. It will cover the basic steps in the accounting process from recording the business transactions to the other intermediate steps and last the preparation of the financial reports. It will also examine transactions, concepts and issues which are particular to merchandising businesses.

In business, a manager/owner needs to be able to ‘read the reports’ and understand how a business entity is presented in the eyes of the various users of the financial reports.

Based on this, the unit will also introduce the basic tools of analysing the financial reports

Development of early career skills

4 ECTS, 1 hour course, 2 hours seminar

The module explores the importance of skills required in the business environment. This module is mostly skills-based and aims at developing early career skills. Job interviews, preparation of a CV, team work, preparing an agenda, run an effective meeting and presentation skills are developed throughout the semester. The role of technology in communication is also in the centre of the module. The communication process will be analysed and emphasis is given to listening and the non-verbal elements of our interactions with other people. The module places special emphasis on the social context of business and explores communication among and within groups as well as considering communicational codes and messages.

Academic English Skills

3 ECTS, 2 hours seminar



This module instructs students in all aspects of academic communication including writing, reading, speaking and listening as well as offering opportunities for vocabulary enrichment and lexical and structural improvement specific to academic communication. The module also provides space for students to consider how technology is used in the academic communication process. Using a variety of different teaching and learning methods students will be given the opportunity to practice and improve their overall use of academic English so that by the end of the module they are proficient in the specifics of academic discourse appropriate to their field of study. This module acts as a support mechanism to the linguistic demands expected of students in their core subjects i.e. Business and Economics. The module seeks to improve overall language use through contemporary issues that relate to the role of the individual in contemporary society, as well as those pertinent to the student's own field of study.

Sports

2 ECTS, 2 hours/week

1st YEAR, 2nd SEMESTER

COMPULSORY SUBJECTS

Principles of Macroeconomics

5 ECTS, 2 hours course, 1 hour seminar

This unit aims to introduce students to Macroeconomics by providing a detailed analysis of the essential macroeconomic principles and core macroeconomic theories. Students will be able to formulate valid economic policy suggestions based on the most important macroeconomic models, through the use of scientific tools. The material covered will facilitate students in acquiring the basic macroeconomic knowledge that will support future decisions on economic issues and will enhance their skills with respect to the application, analysis, synthesis and evaluation of the various macroeconomic phenomena.

Principles of Marketing

5 ECTS, 2 hours course, 1 hour seminar

Marketing is the business activity that identifies developing and changing marketing needs and wants. Through effective marketing, companies and organisations can effectively develop products and services that satisfy needs of target customers. Marketing also deals with pricing, promoting and defining the most appropriate channels to make these products and services available.

Marketing foundations remain relevant and largely unchanged. However, the environment though where marketing is practiced has changed considerably in the past two decades. Fierce competition, very short product life cycles, global markets, pandemics, internet and its applications create a very challenging environment for today's enterprises where marketing has become indispensable. This unit provides a good understanding of all the main concepts



Finance

5 ECTS, 2 hours course, 1 hour seminar

The discipline presents the main knowledge fund that constitutes the content of public finance and the accumulation of necessary knowledge for students' understanding of the specific phenomena of public finance in the market economy.

Law

5 ECTS, 2 hours course

This module is designed to provide students with an understanding of law and its relationship with business. After an overview of the historical, political and sociological background of law we will study sources of law, the structure of law, legal systems and the development of European and international law in a multijurisdictional world. A particular emphasis will be put on the relationship of law and business through the study of contracts.

Principles of Business Statistics

5 ECTS, 2 hours course, 1 hour seminar

This introductory unit provides an understanding of the basic statistical methods required for the study of business related problems. The unit introduces students to the assumptions, concepts and techniques used by statisticians to make decisions. This unit focuses on descriptive statistics, probabilities and probability distributions, inferential statistics and regression analysis.

European Union

5 ECTS, 2 hours course, 1 hour seminar

The course consists of a critical presentation of the creation, the content and the future of the E.U. It introduces key developments, institutions and policies. All the critical points are discussed from a political, historical and economic point of view. Specific attention will be given to the challenges faced by the European Union, the consequences of Brexit, the rise of populism in Europe, the COVID19 crisis and the EU external relations with the Western Balkans and the East European neighbourhood.

Sports

2 ECTS 2 hours/week



2nd YEAR, 1st SEMESTER

COMPULSORY SUBJECTS

Marketing Management Strategies

4 ECTS, 2 hours course, 2 hours seminar

In today's world it sometimes seems that change is the only constant. Managers of both profit and non-profit oriented organisations face an environment characterised by: rapidly changing technology; competition that is increasingly multinational in scope. These changes have important implications for marketing decisions in an organisation. This unit provides the concepts, tools, and decision making approaches that perspective marketing managers need, to carry out their specialised roles and responsibilities. Furthermore, the specific unit deals with innovative techniques in marketing and the current trends in corporate marketing management.

Decision Making with Information Technology

5 ECTS, 2 hours course, 1 hour lab, 1 hour project

Information Technology (IT) is in a constant state of evolutionary change. IT now enables the transformation of business supply chains into networks of collaborating business organisations adopting structures built around business processes exploiting core competencies. Before businesses can reap the benefits of such change, managers need to be able to exploit IT to make better operational, tactical and strategic decisions. This involves not only routine internal decisions, but also one-off unanticipated decisions and decisions involving collaborating organisations.

As a consequence, effective business managers need to remain current in terms of the IT available and to acquire the concepts and skills involved in analysing, designing and implementing the Management Information Systems (MIS) which are needed to provide the information used in the decision making process. They need to understand the nature of management decisions and the decision making process itself.

Without such knowledge managers will not be equipped to work alongside systems analysts and other IT professionals and play a full part in the process of MIS provision. Ultimately it is the role of managers to interpret and apply information in order to be more effective in their jobs, and thereby to be fully involved in the process of transforming their organisation to be capable of working in an IT enabled supply chain network.

Consumer behaviour

4 ECTS, 2 hours course, 1 hour seminar, 1 hour project

Consumer buyer behaviour patterns are complex and rapidly evolving, because consumers are human beings that their actions are irrational, emotional and difficult to predict. The unit sheds light on consumer behaviour by examining the internal and external environmental factors that affect the consumer decision-making process. Finally, the unit equips students by exposing them to theoretical tools that will enable them to comprehend consumer consumption patterns so as to devise appropriate marketing strategies that will respect consumer requirements.



Management Accounting

5 ECTS, 2 hours course, 1 hour lab

Management accounting serves the multiple information needs of managers. It consists of accounting tools and techniques for gathering and reporting financial, production, and distribution data to meet management's information needs.

In light of the constantly changing conditions in the local and global business environment, managers need to obtain information about these changes, interpret it and use it in their planning and decision-making in order for their business to remain competitive.

Current Issues in Business Law

4 ECTS, 2 hours course, 1 hour seminar

This unit is designed to provide students with an understanding of current issues in business law. It aims at providing specific and useful legal knowledge to business students. Emphasis is put on the evolution of the legal framework in a global business world and on specific issues of European law (competition law, GDPR). Topics include dispute settlements, intellectual property, and the regulation of international trade

Case Studies in Digital Transformation

4 ECTS, 2 hours course, 2 hours seminar

The rate and magnitude of the changes underway are already affecting our world in profound ways. Innovations in mobile technology, the Internet of Things, and robotics are reshaping consumer behaviour and business trends. They're affecting people's work and social relationships. Organisations that are looking to the future have acknowledged this and are trying to adapt to stay relevant and drive growth. Companies, governments, and non-profits all have the power to accomplish good things with the advances in robotics, artificial intelligence, and Internet of things. Digital transformation is all about figuring that out.

This unit deals with several of the transformations that have arisen in contemporary organisations as a result of the implementation and utilisation of information systems. A selection of case studies to explore, familiarise and identify the challenges/opportunities that have arisen in contemporary organisations focusing on: Industry 4.0, Fintech - blockchain, digital currencies, social media; The new types of jobs & organisational structures in the digitalized enterprise; Digital Consumption; e-commerce, e-Healthcare, big data, digital security, privacy and ethics.

ELECTIVE SUBJECTS

Financial Management

4 ECTS, 2 hours course, 1 hour seminar, 1 hour project

Financial management is concerned with the duties of the financial manager in the business firm. Therefore, the primary objective of the module is to rigorously elaborate on theoretical



as well as practical aspects of the major decision areas of financial management, such as fund raising and investing. As most of the advances in financial management are based on the interaction between decision making and capital market behaviour, this unit will therefore focus on capital market theory as well.

Direct Marketing

4 ECTS, 2 hours course, 1 hour seminar

Direct marketing is concerned with developing an interactive marketing system that uses a wide range of media to reach the consumer in order to obtain a measurable response. The aim is to acquire specific skills for the effective use of direct consumer outreach tools as well as to learn specific direct marketing terms: direct mailing, house mailing, drop mailing, sampling, private delivery, personalised communication, web design, etc.

Databases I

4 ECTS, 2 hours course, 1 hour seminar

Study and acquisition of methods, techniques and instruments used in the analysis, design implementation and operation of database computer applications in different social-economic fields. Acquisition and use of the relational ACCESS DBMS.

2nd YEAR, 2nd SEMESTER

COMPULSORY SUBJECTS

Digital Marketing

4 ECTS, 2 hours course, 1 hour lab

The course aims to study the impact of the use of the Internet and other technologies in marketing and the importance of marketing activities in adopting new technologies. Learners will be introduced to conceptual concepts and tools used in marketing decisions implied by the dynamic developments in the e-business environment.

Financial Institutions and Markets

4 ECTS, 2 hours course, 1 hour seminar

This unit provides an introduction to the structure and operations of the different financial institutions and markets currently existing within the evolving financial system.

It explores the functions performed by a financial system, the structure and classification of the financial institutions and markets, the various instruments traded on the markets, the role of the Central Bank, the need for financial regulation and the causes/effects of financial crises. Special emphasis is given to the various financial innovations that characterise the modern financial system.



Corporate Sustainability

4 ECTS, 2 hours course, 1 hour seminar

This unit explores the different dimensions of corporate sustainability and how social and environmental goals are as important as economic and financial goals for business. The unit focuses on social and environmental performance and how they can lead to better economic and financial results, to competitive advantage and to stakeholders' satisfaction. Through case studies the unit explores how business deals with social and environmental challenges and how this translates into business strategies.

Organisational Behaviour

3 ECTS, 2 hours course, 1 hour seminar

The module covers key issues about the study of individual, group and structural behaviour within organisations. Specifically, the module examines the impact of human behaviour issues on organisational outcomes including performance and success. It is widely recognised that the knowledge of organisational behaviour is critical in modern companies and public bodies and can impact both effectiveness and efficiency. These concepts become even more important during periods of crisis such as the former pandemic situation.

International Marketing

4 ECTS, 2 hours course, 1 hour seminar

The course is based on the case studies of national, multinational and transnational companies operating successfully in international markets for goods and services, thus offering strategic alternatives for economic agents dealing with international marketing.

Operations Management

4 ECTS, 2 hours course, 1 hour seminar

Operations Management is concerned with creating the products and services upon which we all depend. Creating products and services is the very reason for any organisation's existence, whether that organisation is large or small, manufacturing or service, for-profit or not-for-profit. Operations management is also at the center of so many of the changes affecting the business world – changes in customer preference, changes in supply networks brought about by internet-based technologies, and changes in the extent of environmental responsibility that we expect from companies. Promoting the creativity which will allow organisations to respond to so many changes is becoming the prime task of operations managers.

Specialized internship

3 ECTS, total 90 hours

Practicums are supervised action-learning projects designed to provide students with an opportunity to manage a project for an organisation ("participating company-client"). They aim to successfully bridge academic knowledge and the development of professional skills and



employability.

They are team-based and normally delivered over a semester requiring students to devote an average of 200 hours in total (depending on the nature of the project). The student work is complemented by classroom-based teaching/mentoring.

The precise nature of the project can vary enormously depending on both the nature and the needs of the organisation. Participating companies can be large corporations or small local businesses. The common denominator is a genuine need for help with a problem or appreciation of the added value of some independent research beyond the resources or capabilities of the participating company. This may be a general management problem, a marketing issue, a finance matter or any number of specific challenges.

ELECTIVE SUBJECTS

International Political Economy

4 ECTS, 2 hours course, 1 hour seminar, 1 hour project

This course is an introduction to International Political Economy. It is part of learning about and understanding of the external political environment of business. It reviews the links between Politics, Economics and Society both at the domestic and the external sphere and it looks at the rise of non-state actors in the international environment, including Multinational Corporations, Non-governmental Organisations, illegal groups etc. Key themes in contemporary International Political Economy are explored, such as the nature of Globalization and its effect on the state, the globalizing world economy, poverty, terrorism and environmental concerns.

Non-Profit Organisations Marketing

4 ECTS, 2 hours course, 1 hour project

The subject aims to teach students the theoretical and practical marketing concepts that can be used by organisations.

at strategic and operational level in order to make their work more efficient. Students will be introduced to marketing objectives, strategies and tools adapted and/or developed specifically for this field of activity.

Ethics and Academic Integrity

4 ECTS, 1 hour course, 2 hours project

The subject aims to equip the students with the required knowledge and competences for conducting research activities, by using methods and tools specific to the social science field, with a focus on economic science.

**3rd YEAR, 1st SEMESTER****COMPULSORY SUBJECTS****Personal Selling and Sales Management**

4 ECTS, 2 hours course, 1 hour seminar

Sales Management is one of the most important elements for the success of modern organisations. Not only is a sale the most expensive component of the marketing mix for most companies, but also is the firm's most direct link to the customer. Therefore, managing the sales force is one of the most crucial executive responsibilities. Personal selling and, consequently, sales management are undergoing dramatic changes. These changes are being driven by several behavioural, technological, and managerial forces that are dramatically and irrevocably altering the way salespeople understand, prepare for, and accomplish their objectives. Salespeople, and those who manage them, realise that these changes affect every aspect of sales management from the way the sales department is structured to the selection, training, motivation, and compensation of individual salespeople.

Retail Marketing

4 ECTS, 2 hours course, 1 hour project

This unit provides a thorough examination of the retail industry and develops a specific retail-marketing framework to address the challenges of this dynamic industry. The power and influence of many major retailers now greatly exceeds that of their supplier (national brand). This change has intensified the need for a rigorous and systematic approach to retail marketing. The focus is upon the functions and challenges of retail marketing management like very large product assortment, complexities and risks of selecting new locations and constant and direct interface with customers

Managing Innovation

4 ECTS, 2 hours course, 1 hour seminar

Innovation is both a survival and a growth imperative. Innovation depends on a complex set of variables reflecting individual, group, organisational, and contextual factors, Innovation is just as important to established organisations as it is to start-up organisations that are typically referred to as innovative.

Yet, as organisations get more established, they often lose their edge, finding their very existence to be threatened by their inability to generate and sustain innovation. The unit will draw on various theoretical foundations and business cases to develop an understanding of the factors that lead to successful innovation.

It will focus on the need for a strategic direction for innovation and how this is planned. It will examine the roles played by organisational processes, structures, systems, culture, and leadership in facilitating or hindering the innovativeness and innovation output of individuals, groups, or organisations. Part of this is becoming informed about wider framework conditions



and trends that have a bearing on business innovation.

Managing Service Quality

4 ECTS, 2 hours course, 1 hour seminar

In the last two decades the importance of the service sector in economy has increased rapidly worldwide. Service organisations range in size from huge international corporations such as financial institutions, airlines, and hotel chains, to a vast array of locally owned and operated small businesses such as restaurants, leisure centres, theme parks and numerous business-to-business organisations. Service organisations differ in some aspects from manufacturing organisations, requiring a distinctive approach to planning and implementing marketing strategy. This unit will cover the main issues that are unique in the marketing of service organisations.

Public Relations

5 ECTS, 2 hours course, 1 hour seminar

The main objective of the subject is to acquire skills in the design and practical implementation of a public relations campaign; at the same time, the student is expected to be able to give and receive feedback correctly in internal and external communication and to ensure an effective dialogue with the public (media, organisations, economic agents, etc.); the subject also covers topics such as: planning a public relations campaign, crisis communication (crisis management, communication strategies, media relations, etc.); techniques specific to public relations work.

Integrated Marketing Communication

5 ECTS, 1 hour course, 2 hours seminar

The unit addresses theories and fundamental concepts of advertising and marketing communications. The unit integrates the marketing communication tools of advertising, sales promotion, corporate public relations, sales and trade promotions, sponsorships and digital. Communications. Emphasis will be given to the process of effective IMC strategy, planning and implementation.

ELECTIVE SUBJECTS

Promotion Techniques

4 ECTS, 2 hours course, 1 hour seminar

The subject aims to learn the theoretical concepts and practical ways of carrying out promotional activities, the components and stages of an advertising marketing plan and the implementation of promotional methods and techniques in the decision-making process of the company.



EU Competition Policy

4 ECTS, 2 hours course, 1 hour seminar, 1 hour project

The main objective of the course is to provide students with essential knowledge of the competition specific concepts and EU competition regulations. The course concentrates on the main areas of intervention of the European competition policy (anticompetitive agreements between companies, abuse of dominance, mergers and acquisitions, state aid and state-owned companies) and make students understand the sectoral reverberations of the decision made by national and supranational competition authorities.

Sales Force Management

4 ECTS, 2 hours course, 1 hour seminar

This subject guides the student to explore and understand national and international successful sales and sales strategy behaviors. The course objective is to study the various aspects of sales management process. Specific activities of interest will be how sales managers develop and execute plans for creating customer satisfaction by developing the selling function, strategic sales planning, building a sales program and controlling the sales force.

3rd YEAR, 2nd SEMESTER

COMPULSORY SUBJECTS

Business to business marketing

5 ECTS, 2 hours course, 1 hour seminar, 1 hour project

The discipline aims to provide students with the specialist knowledge necessary to base and develop industrial marketing policies, to guide the strategies of companies operating in the organisational market and to plan the activities of manufacturing or service companies.

Relationship Marketing and Customer Relationship Management

5 ECTS, 1 hour course, 2 hours lab

This unit focuses on Relationship Marketing (RM) and Customer Relationship Management (CRM) as a major strategic business function. RM & CRM is shifting managerial attention from product value to customer value by acquiring, developing and growing relationships with customers that lead to customer retention and profitability. The relationships established with all interested parties are hard to be appropriated by competition. Blending people, technology and processes CRM attempts to understand and analyse marketing processes by nurturing relationships with all interested parties encountering different and changing market challenges. This unit will address both organisational customers (B2B) and consumers (B2C).



There is a general agreement among organisations that CRM might be commercially necessary but is by no means straightforward. Organisations that invest heavily in CRM initiatives experience a high failure rate. The advantages and the pitfalls of CRM strategy initiatives as well as their implementation will be considered into depth in this course. The climax of this course will be a completion of a condensed CRM strategic plan.

Marketing Projects

4 ECTS, 2 hours course, 1 hour seminar, 1 hour project

The course aims to capture sequentially the process of creating and maintaining the strategic balance between the objectives and possibilities of the organisation on the one hand and the opportunities arising in a dynamic market on the other hand through strategic marketing plan.

Creating the ability for students to use the knowledge acquired through the development and implementation of marketing tools and processes through applications and case studies in various lucrative or non-profit economic fields.

Entrepreneurship & Small Business

5 ECTS, 2 hours course, 1 hour seminar, 1 hour project

Being an entrepreneur involves recognising opportunities, mobilising the human resources and acquiring the physical resources, building financially sustainable and scalable business models that create value for the market and society. A significant part of this involves promptly identifying emerging trends and disruptions and/or identifying latent customer needs and problems. This necessitates breaking away from the ‘blindness of dominant logic’ which can stifle openness and receptivity to new ideas, practices and business models.

The unit provides a practical, yet rigorous understanding of the process of business planning that leads to the successful creation of new ventures.

Given, the high failure rates of start-ups the unit particularly focuses on the challenges that entrepreneurs encounter at the various stages of the entrepreneurial process, but also explores a framework for reducing the risks of total failure and loss. The students will be challenged to think creatively and critically about potential solutions to problems or satisfying unmet needs by coming up with innovative products /services and business models that aim at delivering economic and/ or social value.

Marketing Research

4 ECTS, 2 hours course, 1 hour seminar, 1 hour project

Companies need to make informed decisions based on solid information and data. A cornerstone of such processes is marketing research whereby we seek to understand and uncover a variety of consumer oriented questions facing organisations. This unit seeks to provide a theoretical and practical analysis of marketing research and its critical role in marketing and business decision-making. The unit addresses each of the elements in modern marketing research processes, with an emphasis on the critical analysis of making decisions regarding the different methodologies and data collection techniques.



Bachelor Paper Preparation

3 ECTS, 2 hours project

It requires the acquisition of the necessary skills to complete and defend the bachelor thesis.

ELECTIVE SUBJECTS

International Business Strategy

4 ECTS, 2 hours course, 1 hour seminar, 1 hour project

International business strategy is a challenging area highlighting not only the positioning of an enterprise in the local market, but also in the national and international arena. Being aware of the competitive and comparative advantage is not enough. Flexibility, adaptability and strategic plan can assure strategic goals. Mergers and acquisitions as well as strategic alliances are only some examples of business strategies. Their success depends not only on internal factors but also on economic, political, legal, technological and cultural conditions. The role of corporate culture is pivotal pertaining to the success of many business strategies.

International business strategy is a unit that critically sheds light to corporate strategies related to growth, innovation, crisis management, diversification, leadership, and the crucial role of “timing”. Successfully attending this unit will upgrade your critical thinking skills while it will also enrich your skills to critically analyse the positioning of an enterprise, to recognize potential goals and to create alternative strategies that will address these goals.

Consumer Protection Policy

4 ECTS, 2 hours course, 1 hour seminar, 1 hour project

Consumer protection laws attempt to protect consumers by prohibiting business practices that are unfair or deceive consumers. This course provides an overview of numerous consumer protection laws and addresses the harms caused to consumers and the economy by unscrupulous businesses.

Globalization – International Cases

4 ECTS, 2 hours course, 1 hour seminar

The discipline aims to provide the conceptual framework necessary to understand the phenomena and processes in the field, by presenting the current characteristics and trends manifested at the level of multinational corporations in the context of globalization. The course also highlights the evolution of global power relations, the importance, role and operation of multinational corporations.