



ROMANIAN-AMERICAN UNIVERSITY

***MASTER PROGRAMME IN
STRATEGIC MARKETING***



**SCHOOL OF MANAGEMENT-
MARKETING**

1B Expoziției 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

Master in Strategic Marketing

TAUGHT in ENGLISH

A Masters course is an academically rigorous programme during which you explore your subject in depth, reaching a high level of specialist knowledge. You draw on knowledge and skills from your undergraduate study or your professional life to produce work of a high academic standard, informed by current thinking and debate.

A postgraduate qualification is a major achievement and greatly valued by employers. Recent surveys show that higher degree graduates are more likely to obtain jobs at professional or managerial level and less likely to be unemployed. For some jobs a postgraduate qualification may be essential, for others it offers a competitive edge. Our graduates go into a variety of jobs, where the key employability skills and knowledge they have gained through postgraduate study are put to good use.

The **Master in Strategic Marketing** is a two-year programme. The knowledge attained during the classes and the skills developed during this programme will render a betterinformed and prepared individual. The graduate will be able to tackle a wide variety of marketing aspects, beginning with market comprehension and targeting, continuing with positioning and ending with marketing metrics.



For the evaluation of the students, the School Management-Marketing applies the methodology of the Romanian-American University, included in the Regulations on the professional activity of students and it relies on two criteria: attendance and performance.

Each academic year is divided into 2 semesters. The curriculum provides minimum 60 transferable study credit points (30 credit points per semester). There is a total of four semesters in two years. A semester typically has 14 weeks. The 4th semester has 11 weeks + 3 allocated for internships and completion of the dissertation project.

The curriculum includes compulsory subjects and elective subjects (starting with the first year of study, the 2nd semester). Elective subjects are grouped together in tracks providing the students with additional training, according to the selection made in the first year.

Compulsory subjects:

- Marketing Research and Data Analysis
- Integrated Marketing Communication
- Segmentation and Positioning Strategies
- Managing Brands and Customer Equity
- Customer Experience Management
- Supply Chain Strategy
- Digital Marketing Management
- Pricing and Sales Management Strategy
- Project Management
- Research Methodology and Ethics
- Marketing Planning – Decision Making
- Global Marketing Management
- Marketing Innovation Lab
- Measuring Marketing Effectiveness
- Strategic Marketing Simulation
- Research and Consultancy Project
- Specialized Internship
- Dissertation Preparation

Elective subjects:

- International Business Negotiation
- Computer Network Security
- Privat Equity and Venture Capital
- Global Strategic Management
- Entrepreneurial Policies and Strategies
- International Business Environment
- Internationalization of SMEs
- Startup Lab
- Doing Business with Asian Countries

CURRICULUM

1ST YEAR, 1ST SEMESTER

MARKET ANALYSIS AND ASSESSMENT

COMPULSORY SUBJECTS

MARKETING RESEARCH AND DATA ANALYSIS

6 credit points, 2 hours course and 1 hour seminar

The course content aims at transferring the information and knowledge needed for an integrated approach on data collection. At the same time, the course addresses a number of methods of analysis and interpretation of data, with the aim of substantiating decisions to streamline marketing activities.

INTEGRATED MARKETING COMMUNICATION

6 credit points, 1 hour course and 2 hours seminar

The course aims to familiarize students with the peculiarities of integrated marketing communication, as well as vocational skills development, implementation, control and evaluation of the strategic plan of integrated marketing communication. The topics addressed allow acquisition of relevant, up-to-date knowledge about integrated communication, such as how to achieve an effective mix of techniques, instruments and communication media, with a view to increasing the probability of success of the plan, information regarding how it can provide a consistent message, across all communication techniques, so that a coherent integrated communication plan is built.

SEGMENTATION AND POSITIONING STRATEGIES

6 credit points, 2 hours course and 1 hour seminar

The content of the course is structured so that it facilitates a clear understanding of the market structures. At the same time, it allows the clear identification of the formative elements of the offer with significant impact on the market and the criteria for the homogenous structures shaping the final and intermediary markets consumption.

MANAGING BRANDS AND CUSTOMER EQUITY

6 credit points, 2 hours course and 1 hour seminar

The course is designed to provide updated information, concepts, professional instruments and terminology, needed for the development of brand performance, ensuring durability and

uprightness of the brand, dealing both with the internal and external brand management, but also with the “bottom to top” and “top to bottom” brand management.

CUSTOMER EXPERIENCE MANAGEMENT

6 credit points, 1 hour course and 2 hours seminar

The course aims at transferring knowledge for an understanding of the consumer in the present context. At the same time, through the topic, the students will deal with ways of applying the acquired knowledge in view of the cooperation with the consumer in the process of value creation.

1ST YEAR, 2ND SEMESTER

STRATEGIC MARKETING DECISIONS

COMPULSORY SUBJECTS

SUPPLY CHAIN STRATEGY

5 credit points, 2 hours course and 1 hour seminar

The course allows access to a solid database of updated knowledge, concepts, instruments and professional terminology, needed for the appropriate approach of the offer chain, as a philosophy for the firm; the offer chain needs implementation of technologies, clear business processes, data standards and identification, collaboration being the result of the offer chain strategy.

DIGITAL MARKETING MANAGEMENT

5 credit points, 2 hours course and 1 hour seminar

Through its topics, the course tries to stimulate knowledge about the ways of development, testing, implementation and evaluation of integrated digital marketing strategies and tactics. At the same time, it leads to the development of a strategic creative thinking, for the identification and creation of innovative solutions as part of the digital marketing activities.

PRICING AND SALES MANAGEMENT STRATEGY

5 credit points, 1 hour course and 2 hours seminar

The course ensures acquisition of the ability to use the acquired knowledge in proposing specific price strategic elements, able to lead to a competitive advantage. The selective topics comprise analyses regarding pricing and general sales strategies of the organization, evaluation of the updated sales management strategies, proposals submission regarding improvements,

development and implementation of models regarding price strategies, with a view to increasing organizational competitiveness.

PROJECT MANAGEMENT

5 credit points, 2 hours course and 1 hour seminar

Project management course it is designed to:

- Develop knowledge of issues in strategic project management from both academic and professional perspectives.
- Develop a significant range of principal and specialist skills, techniques and practices in the domains of project management.
- Develop effective communication and efficient working skills with colleagues and staff in a variety of tasks, demonstrating extensive appropriate levels of autonomy and responsibility.

The course also provides a better understanding of how the student must prepare the theoretical and practical information in the thesis, how to access the best information resources, how to avoid plagiarism and so on.

ELECTIVE SUBJECTS

INTERNATIONAL BUSINESS NEGOTIATION

5 credit points, 1 hour course and 2 hours seminar

The course offers information regarding the identification of the stages, formalities and techniques, specific to the initiation, training, organization and unfolding of the international trade negotiations. Through its topics, the course aims at highlighting the intercultural feature needed in international negotiations, strategies, techniques and tactics of negotiation, etc. for the increase and stimulation of the practical abilities, the course restores situations similar to the real ones.

COMPUTER NETWORK SECURITY

5 credit points, 2 hours course, and 1 hour laboratory

- Proficiency of concepts and reference architectures computer networks
- Acquiring knowledge about technology and computer networking standards
- Acquiring knowledge about the design and implementation of computer networks

PRIVATE EQUITY AND VENTURE CAPITAL

5 credit points, 2 hours course and 1 hour seminar

The discipline Private Equity and Venture Capital examines best practices for the structure of venture capital investments, the different processes which they may deploy in terms of their participation in the valuation, financing and monitoring of the companies in which they invest, as well as the current state of the market and the future of the industry as a whole.

2ND YEAR, 1ST SEMESTER

APPLIED STRATEGIC MARKETING

COMPULSORY SUBJECTS

MARKETING PLANNING – DECISION MAKING

6 credit points, 2 hours course and 1 hour seminar

Through its content, the course aims at developing marketing planning abilities, by dealing with a set of concepts, useful in adopting decisions and developing coherent marketing strategies. Master students will acquire knowledge for the implementation of the marketing instruments and processes, through applications, case studies, as part of the different economic fields.

GLOBAL MARKETING MANAGEMENT

6 credit points, 2 hours course and 1 hour seminar

The purpose of the course is to deal with the problem of how to develop marketing strategies, at international and global level, efficient for different companies acting on the global market. Among the topics to be discussed we can mention: the study of cultural and political differences, strategies of adaptation and standardization, etc.

MARKETING INNOVATION LAB

6 credit points, 1 hour course and 2 hours seminar

The course will be able to build a leading way of thinking. The lab is considering application of innovative techniques, going beyond brand awareness generation respectively, empowering the best clients and promoters, who will help in the process of innovation of the business model. Master students will gain experience that will help them integrate marketing innovation in their future marketing endeavors, being better prepared for the labor market and capable to define marketing innovative processes.

MEASURING MARKETING EFFECTIVENESS

6 credit points, 1 hour course and 2 hours seminar

The course ensures acquisition of the competences needed for the efficiency and measurement of marketing activities. Among the topics covered we should mention: the study of the financial

criteria for the measurement of the marketing activities, measurements systems of the marketing effectiveness, use of the indicators of measuring the marketing activity, with a view to increasing innovation capacities of the organizations, etc.

ELECTIVE SUBJECTS

GLOBAL STRATEGIC MANAGEMENT

6 credit points, 2 hours course and 1 hour seminar

The discipline emphasizes the fundamental core of knowledge that comprises the content of modern management. It aims to facilitate knowledge, understanding and contextual use of concepts, models and specific methods of strategic management in international contexts. The course will help students develop a systemic thinking and will facilitate the creation of a modern managerial conception, useful in managing knowledge based organizations in a globalized economy. It also helps in forming and developing rational, ethical and moral abilities, skills and managerial conducts.

ENTREPRENEURIAL POLICIES AND STRATEGIES

6 credit points, 2 hours course and 1 hour seminar

The goal of this course is to create an entrepreneurial experience in international context for the students, focusing on all of the pressures and demands of the real world in an early stage start up.

Objectives of the course:

- Ideate to develop possible solutions and approaches to problems or questions in global environment;
- Understand and deploy the basics of business model development;
- Develop a minimum viable product based on real customer feedback;
- Learn to communicate business and product information to appropriate multicultural audiences effectively;
- Know how to produce common start-up tangibles;
- Justify the value for and deliberate participation in interdisciplinary teams;
- Gain experience in obtaining and capitalizing information from investors, customers and experts.

INTERNATIONAL BUSINESS ENVIRONMENT

6 credit points, 2 hours course and 1 hour seminar

The goal of the course is for the student to be able to develop knowledge and abilities in the area of the international business environment and how business organizations act in this

environment. During the course students will work individually to develop skills in written and oral communication and in groups in order to gain teamwork/management skills.

After passing the course the student shall be able to:

- Understand and appreciate the forces of globalization facing organizations today;
- Describe the different components of international business environments and how they influence business organizations active in international markets;
- Describe strategic considerations for business organizations active in the international market; analyze international business opportunities based on environmental forces;
- Design and carry out written reports regarding the international business environment problems and develop conclusions/recommendations.

2ND YEAR, 2ND SEMESTER

MARKETING EXCELLENCE PROJECT

COMPULSORY SUBJECTS

STRATEGIC MARKETING SIMULATION

6 credit points, 1 hour course and 2 hours seminar

The course aims at offering master students options for approaching complex strategic marketing situations in an interactive way, facilitating knowledge transfer through marketing simulation. During the course, master students will be able to initiate and develop teamwork abilities, knowledge for the use of strategic marketing instruments, in simulated environments, which will improve presentation skills.

SPECIALIZED INTERNSHIP

7 credit points, total 90 hours

The course aims to be a practical activity realized in specialized institutions, during a period of 3 weeks (5 days* 6h/day), determined by the structure of the university year. Evaluation of the activities takes place in an oral examination with a grade from 1 to 10. The grade is important for the graduation and averaging.

DISSERTATION PROJECT PREPARATION

8 credit points, 2 hours project seminar

The course aims to be a practical training activity, aimed at enhancing specialized knowledge, especially in the field of marketing, developing practical abilities, and knowledge about company realities. Master thesis preparation represents in fact an applied synthesis, with the

scope of demonstrating general and specialized competencies acquired by the graduate along the master program.

ELECTIVE SUBJECTS

INTERNATIONALIZATION OF SMEs

6 credit points, 2 hours course and 1 hour seminar

The subject of Internationalization of SMEs helps the future entrepreneur to gain knowledge about concepts related to internationalization strategies and international entry modes also providing understanding about market differentiation in economic and cultural terms. After fulfilling the course the student will develop leadership skills and develop a more international-oriented thinking (in order to be able to conduct an internationalization analysis and an analysis of a foreign business culture).

START-UP LAB

6 credit points, 2 hours course and 1 hour seminar

Tuning processes are concerned with the sensitivity of bringing all elements of a system – a company – into an optimal contribution to the performance that a company has been chosen. Those elements include the human, the technical and the resources. To start the race for excellent performance the perfect combination between rational thinking and intuition, the choice of the right resources and the right "slot" between all resources must be established. That will take a lot of experience. This workshop is a good "start-up" for gaining valuable and necessary competences. This workshop will take students through the entrepreneurial process that tunes all available resources - human, technical and financial - into a high performing and excellently operating organization: their company. The organization and transformation of ideas into a successful start-up enterprise is the core of the workshop. The workshop will guide students through the disciplined process of developing a successful start-up.

DOING BUSINESS WITH ASIAN COUNTRIES

6 credit points, 2 hours course

The course provides an overview of various aspects of doing business in Asian countries. The implications of political, socio-economic, and cultural environment for developing successful business strategies will be discussed with reference to selected countries.