



No. \_\_\_\_\_ of \_\_\_\_\_

USAMV form 0701040108

## SUBJECT OUTLINE

### 1. Information on the programme

|                                      |  |
|--------------------------------------|--|
| 1.1. Higher education institution    | University of Agricultural Sciences and Veterinary Medicine of Cluj-Napoca |
| 1.2. Faculty                         | Food science and technology  |
| 1.3. Department                      | Food science   |
| 1.4. Field of study                  | Food Engineering   |
| 1.5. Education level                 | Bachelor / Master  |
| 1.6. Specialization/ Study programme | Technology of Agricultural Products Processing                             |
| 1.7. Form of education               | Full time  |

### 2. Information on the discipline

|   |                          |               |   |                         |            |                        |                             |    |
|---|--------------------------|---------------|---|-------------------------|------------|------------------------|-----------------------------|----|
| 2.1. Name of the discipline                   | Management and marketing |               |   |                         |            |                        |                             |    |
| 2.2. Course coordinator                       | Sl.Dr. Lucian Cuibus     |               |   |                         |            |                        |                             |    |
| 2.3. Seminar/ laboratory/ project coordinator | Sl.Dr. Lucian Cuibus     |               |   |                         |            |                        |                             |    |
| 2.4. Year of study                            | 4                        | 2.5. Semester | 8 | 2.6. Type of evaluation | continuous | 2.7. Discipline status | Content <sup>2</sup>        | DD |
|   |                          |               |   |                         |            |                        | Compulsoriness <sup>3</sup> | DI |

### 3. Total estimated time (teaching hours per semester)

|   |     |                            |    |                                   |       |
|---|-----|----------------------------|----|-----------------------------------|-------|
| 3.1. Hours per week – full time programme   | 4   | out of which: 3.2. lecture | 2  | 3.3. seminar/ laboratory/ project | 2     |
| 3.4. Total number of hours in the curriculum  | 56  | Out of which: 3.5. lecture | 28 | 3.6. seminar/laboratory           | 28    |
| Distribution of the time allotted   |     |                            |    |                                   | hours |
| 3.4.1. Study based on book, textbook, bibliography and notes                                |     |                            |    |                                   | 15    |
| 3.4.2. Additional documentation in the library, specialized electronic platforms and field  |     |                            |    |                                   | 8     |
| 3.4.3. Preparing seminars/ laboratories/ projects, subjects, reports, portfolios and essays |     |                            |    |                                   | 12    |
| 3.4.4. Tutorials  |     |                            |    |                                   | 5     |
| 3.4.5. Examinations   |     |                            |    |                                   | 4     |
| 3.4.6. Other activities   |     |                            |    |                                   |       |
| 3.7. Total hours of individual study  | 44  |                            |    |                                   |       |
| 3.8. Total hours per semester   | 100 |                            |    |                                   |       |
| 3.9. Number of credits <sup>4</sup>   | 4   |                            |    |                                   |       |

### 4. Prerequisites (is applicable)

|                         |   |
|-------------------------|---|
| 4.1. curriculum-related | The course is interactive, students can ask questions about the content of the presentation. The university discipline requires the observance of the start and end time of the course. No other activities are tolerated during the lecture, mobile phones to be turned off. |
| 4.2. skills-related     | At the seminar papers it is mandatory to consult the tutor, each student will carry out an individual and / or group activity with the seminar materials provided and described in the seminar guide. Academic discipline is required throughout the work.                    |



## UNIVERSITATEA DE ȘTIINȚE AGRICOLE ȘI MEDICINĂ VETERINARĂ CLUJ-NAPOCA

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### 5. Conditions (if applicable)

|   |  |
|---|--|
| 5.1. for the lecture                      | The course is interactive, students can ask questions regarding the content of lecture. Academic discipline requires compliance with the start and end of the course. We do not allow any other activities during the lecture, mobile phones will be turned off.<br>In the case of the didactic activity carried out online, the teaching methods are adapted. |
| 5.2. for the seminar/ laboratory/ project | During practical works, each student will develop an individual activity with laboratory materials (made available in the book that describes the laboratory work). Academic discipline is imposed throughout the course of practical works. In the case of the didactic activity carried out online, the teaching methods are adapted.                        |

### 6. Specific competences acquired

|                          |   |
|--------------------------|---|
| Professional competences | C4 Planning, organizing and coordinating agri-food marketing activities   |
| Transversal competences  | CT 1 Applying strategies of perseverance, rigor, efficiency and responsibility in work, punctuality and taking responsibility for the results of personal activity, creativity, common sense, analytical and critical thinking, problem solving, etc., based on the principles, norms and values of the code of professional ethics in the food field.<br>Realization of a marketing project with applicability in the food industry. |

### 7. Course objectives (based on the list of competences acquired)

|                               |   |
|-------------------------------|---|
| 7.1. Overall course objective | The object of the study discipline is the acquisition by the students of the necessary knowledge of Management and Marketing as well as of some fundamental knowledge in the economic practice, the formation of some skills specific to the market actions.  |
| 7.2. Specific objectives      | To be able to understand the resorts that determine the consumer's act of purchase<br>To understand the evolution of the markets at national and European level<br>To recognize and elaborate the elements of the marketing mix<br>Develop a marketing research plan<br>To be able to make a marketing plan |

### 8. Content

| 8.1. LECTURE  | Teaching methods | Notes               |
|---|------------------|---------------------|
| <b>Number of hours –28 hours</b>  |                  |                     |
| <b>1. The concept of management, management approaches</b>                | Lecture          | 1 lecture = 2 hours |
| <b>2. Management functions</b>  | Lecture          | 1 lecture = 2 hours |
| <b>3. Human resources management</b>                                      | Lecture          | 1 lecture = 2 hours |
| <b>4. Decision, methods of management and substantiation of decisions</b> | Lecture          | 1 lecture = 2 hours |
| <b>5. The enterprise as an object of management</b>                       | Lecture          | 1 lecture = 2 hours |
| <b>6. Enterprise strategy and policy</b>                                  | Lecture          | 1 lecture = 2 hours |



|  |         |                     |
|--|---------|---------------------|
| <b>7. Marketing management</b>   | Lecture | 1 lecture = 2 hours |
| <b>8. Marketing- general considerations. Market. Competition</b>                               | Lecture | 2 lecture = 4 hours |
| <b>9. Marketing mix. Agri-food product. Innovative products</b>                                | Lecture | 1 lecture = 2 hours |
| <b>10. Marketing mix. Price of agricultural products</b>                                       | Lecture | 1 lecture = 2 hours |
| <b>11. Marketing mix. Placement of agri-food products</b>                                      | Lecture | 1 lecture = 2 hours |
| <b>12. Marketing mix. Promotion of agri-food products</b>                                      | Lecture | 1 lecture = 2 hours |
| <b>13. Marketing information and research. Methods and techniques of gathering information</b> | Lecture | 1 lecture = 2 hours |

|  |                             |                             |
|--|-----------------------------|-----------------------------|
| <b>8.2. PRACTICAL WORK</b><br>Number of hours –28 hours  | Theoretical presentation of |                             |
| <b>1. The concept of management, management approaches</b>                                     | practical works             | 1 lab work (2 hours / work) |
| <b>2. Management functions</b>   | practical works             | 1 lab work (2 hours / work) |
| <b>3. Human resources management</b>   | practical works             | 1 lab work (2 hours / work) |
| <b>4. Decision, methods of management and substantiation of decisions</b>                      | practical works             | 1 lab work (2 hours / work) |
| <b>5. The enterprise as an object of management</b>  | practical works             | 1 lab work (2 hours / work) |
| <b>6. Enterprise strategy and policy</b>   | practical works             | 1 lab work (2 hours / work) |
| <b>7. Marketing management</b>   | practical works             | 1 lab work (2 hours / work) |
| <b>8. Marketing- general considerations. Market. Competition</b>                               | practical works             | 1 lab work (2 hours / work) |
| <b>9. Marketing mix. Agri-food product and innovative products</b>                             | practical works             | 1 lab work (2 hours / work) |
| <b>10. Marketing mix. Price of agri-food products</b>  | practical works             | 1 lab work (2 hours / work) |
| <b>11. Marketing mix. Placement of agri-food products</b>                                      | practical works             | 1 lab work (2 hours / work) |
| <b>12. Marketing mix. Promotion of agri-food products</b>                                      | practical works             | 1 lab work (2 hours / work) |
| <b>13. Marketing information and research. Methods and techniques of gathering information</b> | practical works             | 1 lab work (2 hours / work) |

*Compulsory bibliography:*

1. Sabau Marius Mircea (2015)– *Bazele marketingului*. Editura AcademicPress
2. Lucian Cuibus, Felix Horatiu Arion, Marius Mircea Sabau (2019) - *Management si marketing - Indrumator de lucrari practice*, Editura AcademicPres - E-ISBN 978-973-744-738-8

*Optional bibliography:*

1. Kotler P. (2005) *Principiile Marketingului*, Ed. Teora Bucuresti editia a III-a
2. Emilian Merce, Ileana Andreica, Felix H. Arion, Diana E. Dumitras, Cristina B. Pocol. (2010) - *Managementul si gestiunea unitatilor economice cu profil agricol*, Editura Digital Data Cluj, Cluj-Napoca
3. Constantinescu, D., Ungureanu, A. M. (1998) - *Management vol. I și II*, București, Editura Tehnică

**9. Corroborating the course content with the expectations of the epistemic community representatives, of the professional associations and of the relevant stakeholders in the corresponding field**

**In order to identify ways to modernize and continuously improve teaching and course content, with the latest topics and practical issues, teachers participate in annual meetings of various organizations and professional societies, where they meet with farmers and other economic agents, being debated current and perspective aspects of the existing trends in Romania and Europe**



## 10. Assessment

| Type of activity   | 10.1. Assessment criteria  | 10.2. Assessment methods | 10.3. Percentage of the final grade |
|--|--|--------------------------|-------------------------------------|
| <b>10.4. Lecture</b>   | Knowing the motivations and limitations in the purchase decision<br>Factors that influence the acceptance or rejection of a product on the market<br>Elaboration of a complete agricultural product as well as the completion of the marketing mix<br>Knowing the types of information and the ways of elaborating a questionnaire | Oral examination         | 60%                                 |
| <b>10.5. Seminar/Laboratory</b>  | Preparing and launching a new product<br>Marketing plan for the entire activity  | 2 examinations           | 40%                                 |
| <b>10.6. Minimum performance standards</b>   |  |                          |                                     |
| Carrying out a marketing study;<br>Mastery of scientific information transmitted through lectures and practical papers at an acceptable level. Obtaining the passing grade for the ongoing checks is a condition of passability. |  |                          |                                     |

<sup>1</sup> Level of study- to be chosen one of the following - Bachelor/Post graduate/Doctoral

<sup>2</sup> Course regime (content) – for bachelor level it will be chosen one of the following - **DF** (fundamental subject), **DD** (subject in the domain), **DS** (specific subject), **DC** (complementary subject).

<sup>3</sup> Course regime (compulsory level) - to be chosen one of the following - **DI** (compulsory subject), **DO** (optional subject), **DFac** (facultative subject)

<sup>4</sup> One ECTS is equivalent with 25 hours of study (didactical and individual study).

Filled in on  
08.09.2021

Course coordinator  
Sl.PhD. Lucian Cuibus

Laboratory work/seminar coordinator  
Sl.PhD. Lucian Cuibus

Subject coordinator  
Prof. PhD. Felix Arion / Lecturer PhD. Sabau Marius Mircea

Approved by the  
Department on  
22.09.2021

Head of the Department  
Prof. PhD. Ramona Suharoschi

Approved by the Faculty  
Council on  
28.09.2021

Dean  
Prof. PhD. Elena Mudura



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