



No. _____ of _____

USAMV form 0109020209

SUBJECT OUTLINE

1. Information on the programme

1.1. Higher education institution	University of Agricultural Sciences and Veterinary Medicine Cluj-Napoca	Unive Napo
1.2. Faculty	Agriculture	Agricu
1.3. Department	Plant culture	Techn
1.4. Field of study	Agronomy	Agron
1.5. Cycle of study¹	Master	Bache
1.6. Specialization/ Study programme	Natural resource management in rural tourism	Agric
1.7. Form of education	IF	IF

2. Information on the discipline

2.1. Discipline name		Marketing of local mountain products							
2.2. Course coordinator				Lecturer Giorgiana Cătunescu					
2.3. Seminar/ laboratory/ project coordinator				Lecturer Giorgiana Cătunescu					
2.4. Year of study	I	2.5. Semester	I	2.6. Evaluation type	continuous	2.7. Discipline status	Content ²	DD	
								Compulsoriness ³	DO

3. Total estimated time (teaching hours per semester)

3.1. Hours per week – full time programme	4	out of which: 3.2. lecture	1	3.3. seminar/ laboratory/ project	1
3.4. Total number of hours in the curriculum	28	out of which: 3.5. lecture	14	3.6. seminar/laboratory	14
Distribution of the time allotted					hours
3.4.1. Study based on books, textbooks, bibliography and notes					40
3.4.2. Additional documentation in the library, electronic platforms and field experiences					35
3.4.3. Preparing seminars/ laboratories/ projects, subjects, reports, portfolios and essays					45
3.4.4. Tutorials					0
3.4.5. Examinations					2
3.4.6. Other activities					-
3.7. Total hours of individual study	122				
3.8. Total hours per semester	150				
3.9. Number of credits ⁴	5				

4. Prerequisites (if applicable)

4.1. curriculum-related	Rural economy, Project management, Marketing, Entrepreneurship
4.2. skills-related	Students should have basic knowledge of economy

5. Conditions (if applicable)

5.1. for the course	Courses consist of lectures and debates with the aim of communicate specific economic information and forming technical vocabulary. Academic discipline is a must during courses.
5.2. for the seminar/	

laboratory/ project	Seminars consist of case studies and practical examples with the aim of forming practical abilities and consolidating information received during courses.
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Note: In the case of online teaching, the teaching methods are adapted to the online conditions and platforms used.

6. Cumulated specific competences

Professional competences	<p>Graduates of the present course will:</p> <ul style="list-style-type: none"> - be able to correctly use marketing vocabulary in local mountain products context - have an insight of marketing theory applied for local mountain products - be able to correctly use marketing indexes and functions - be able to plan and conduct a marketing research applied for local mountain products - develop the use of theoretical marketing principles in practical situations
Transversal competences	<p>Graduates will, also:</p> <ul style="list-style-type: none"> - be able to develop and follow a working schedule, both individually and as teams, in order to fulfill their tasks in a professional way - be able to do activities specific to team work - understand the principles of work division - understand the need of continuous professional training in an ever changing labor market - be able to correctly use information and communication media in marketing applied for local mountain products

7. Discipline objectives (based on the cumulated specific competences)

7.1. General objective	The aim of the present course is to offer agronomists an applied insight into the marketing of local mountain products.
7.2. Specific objectives	<p>The course intends to offer students:</p> <ul style="list-style-type: none"> - an insight in the social and economic importance of marketing, in general, and of local mountain products, in particular. - the ability to identify and analyze the macro and micro-environment of an enterprise working in rural tourism and mountain agri-food marketplace - the ability to identify the marketing mix of local mountain products: product, price, promotion and place of a farm - an insight in consumer behavior applied to local mountain products - an understanding of the marketing function in an enterprise working in rural tourism and mountain agri-food marketplace - the ability to create a marketing strategy and a plan for an enterprise working in rural tourism and mountain agri-food marketplace

8. Content

8.1. COURSE Number of hours – 20	Teaching methods	Observation
1. The concept of marketing applied for local mountain products	Lecture	1 lecture
2. Consumer behavior of local mountain products	Lecture	1 lecture
3. The demand for local mountain products	Lecture	1 lecture
4. The marketing mix of local mountain products		
2.4. The of local mountain product	Lecture	1 lecture
2.5. The price of local mountain products	Lecture and debate	1 lecture
2.6. Promotion and communication of local mountain products	Lecture and debate	1 lecture
2.7. The placement of local mountain products	Lecture and debate	1 lecture

8.2. PRACTICAL WORKS Number of hours – 20	Teaching methods	Observation
<p>Market research for an enterprise working in rural tourism or mountain agri-food marketplace</p> <p>1. Description and analysis of the marketing environment of an enterprise working in rural tourism or mountain agri-food marketplace: description and analysis of the macro- and the micro- marketing environment; SWOT analysis.</p> <p>2. Identification and definition of the marketing problem of an enterprise working in rural tourism or mountain agri-food marketplace; defining the objectives of marketing research; establishing research activities.</p> <p>3. Developing of a marketing survey for an enterprise working in rural tourism or mountain agri-food marketplace</p> <p>4. Presentation, interpretation and discussion of marketing research results. The conclusions of the research and recommendations for the identified problem.</p> <p>5. Presentation of teamwork case-study</p>	<p>Case study, dialog, interactive presentation, teamwork</p> <p>interactive presentation, case study, dialog, teamwork</p> <p>interactive presentation, case study, dialog, teamwork</p> <p>interactive presentation, case study, dialog, teamwork</p> <p>Oral presentation</p>	<p>2 seminars</p> <p>1 seminar</p> <p>1 seminar</p> <p>2 seminars</p> <p>1 seminar</p>
<p><i>Compulsory bibliography:</i></p> <p>1. CĂTUNESCU, Giorgiana (2020-2021), lecture notes</p> <p>2. Babut, Raluca, M. F. Bacila, Alexandra Maria Drule, O. I. Moiescu, 2014, Bazele marketingului, Ed. Risoprint, Cluj-Napoca.</p> <p>3. Manole, V., Mirela Stoian, Raluca Andreea Ion, Agromarketing - editia a II - a, curs în format digital http://www.biblioteca-digitala.ase.ro</p>		
<p><i>Optional bibliography:</i></p> <p>1. Kotler, P. T., K. L. Keller, Marketing Management (15th Edition)</p>		

9. Corroborating the discipline content with the expectations of the epistemic community representatives, of the professional associations and of the relevant employers in the corresponding field

The course coordinator participates to scientific symposiums and conferences with the aim of keeping the course and seminar material up to date. She, also, takes part at seminars organized by UBB Faculty of Economics and Business Administration Alumni Association.

10. Evaluation

Type of activity	10.1. Evaluation criteria	10.2. Evaluation type	10.3. Percentage of the final grade
<p>10.4. Course</p>	<p>Graduates of the present course should know the following:</p> <ul style="list-style-type: none"> - the marketing concept, environment and mix - characteristics of agro-marketing in the context of an enterprise working in rural tourism and mountain agri-food marketplace - the placement of local mountain products <p>Students should participate to course debates</p>	<p>Continuous (V)</p> <p>Oral evaluation</p>	<p>40%</p> <p>10%</p>
<p>10.5. Seminar/Laboratory</p>	<p>Students should participate to seminar debates</p> <p>Presentation of teamwork case-study</p>	<p>Oral evaluation</p> <p>Oral presentation</p>	<p>10%</p> <p>40%</p>
<p>10.6. Minimum performance standards</p>			

Knowledge of the terminology specific to marketing in the agro-food field, application of concepts and indicators in case studies at an acceptable level.

The final grade represents the weighted average of the continuous evaluation, course and seminar attendance and activity during the course and seminars, and the presentation of teamwork case-study set up at the seminar and must be equal to or greater than 5.

The teacher tracks course attendance and can assign bonuses or apply penalties depending on how they establish at the beginning of the semester.

The teacher announces in the first hour of the course the required papers, projects, various papers or thematic files that students have to prepare individually or in teams and will specify the weight they will have in the final grade.

Any work copied from another source in proportion of at least 25% is considered plagiarism and causes the annulment of the work, project or report.

The structure, content and manner of conducting the courses can be challenged only by the students who attended at least 50% of the lectures.

Any appeal of the grade obtained in a form of verification will have to be accompanied by a written request from the student. The student will request the re-evaluation of the paper, but they will also present in writing a detailed self-assessment of their own work to justify their request. In the appeal they will mention if they have taken note of the general and specific regulations from the discipline file. The result of this reassessment will be brought to the notice of the student, within 24 hours from the date of filing the appeal.

Any other additional regulations proposed by the teacher for the current year will be announced at the beginning of the semester.

- 1 Cycle of studies - choose one of the three options: Bachelor/Master/Ph.D.
- 2 according to the educational plan
- 3 Discipline status (compulsoriness) - choose one of the options – **DI** (compulsory discipline) **DO** (optional discipline) **DFac** (facultative discipline).
- 4 One credit is equivalent to 25-30 hours of study (teaching activities and individual study).

Filled in on
14.09.2020

Course coordinator
lecturer Giorgiana Cătunescu



Laboratory work/seminar coordinator
lecturer Giorgiana Cătunescu



Approved by the
department on
11.09.2020

Head of the Department
associate prof. Ovidiu Ranta

