



## FIȘA DISCIPLINEI

## 1. Date despre program

1.1 Instituția de învățământ superior	Universitatea “Alexandru Ioan Cuza” din Iași
1.2 Facultatea	Facultatea de Economie și Administrarea Afacerilor
1.3 Departamentul	Management, Marketing și Administrarea Afacerilor
1.4 Domeniul de studii	Management
1.5 Ciclul de studii	Licență
1.6 Programul de studii / Calificarea	Management

## 2. Date despre disciplină

2.1 Denumirea disciplinei	e-Marketing						
2.2 Titularul activităților de curs	lect. univ. dr. Berteș Patricea Elena						
2.3 Titularul activităților de seminar	colab. drd. Jelea Raluca Alexandra						
2.4 Anul de studiu	3	2.5 Semestrul	5	2.6 Tipul de evaluare	E	2.7 Regimul disciplinei	OB

## 3. Timpul total estimat (ore pe semestru și activitățile didactice)

3.1 Număr de ore pe săptămână	3	din care: 3.2 curs	1	3.3 seminar/laborator	2
3.4 Total ore din planul de învățământ	42	din care: 3.5 curs	14	3.6 seminar/laborator	28

## Distribuția fondului de timp

Studiul după manual, suport de curs, bibliografie și altele	20
Documentare suplimentară în bibliotecă, pe platformele electronice de specialitate și pe teren	30
Pregătire seminarii/laboratoare, teme, referate, portofolii și eseuri	25
Tutoriat	4
Examinări	4
Alte activități	0
3.7 Total ore studiu individual	83
3.8 Total ore pe semestru	125
3.9 Numărul de credite	5

## 4. Precondiții (acolo unde este cazul)

4.1 De curriculum	Marketing
4.2 De competențe	Not necessary

## 5. Condiții (acolo unde este cazul)

5.1 De desfășurare a cursului	videoprojector
5.2 De desfășurare a seminarului/laboratorului	videoprojector, pcs with Internet acces

## 6. Competențe specifice acumulate

<b>Competențe profesionale</b>	<ol style="list-style-type: none"><li>1. Knowledge and understanding<ul style="list-style-type: none"><li>• Knowledge of the basic concepts of brand management in the digital environment</li><li>• Knowledge of how the brand management process is carried out in the digital environment</li><li>• Understanding how the brand management strategy differentiates itself, respectively integrates the marketing strategy in the digital environment</li></ul></li><li>2. Explanation and interpretation<ul style="list-style-type: none"><li>• Explaining the process of strategic analysis and decision in brand management in the digital environment</li><li>• Explain positioning and differentiation strategies in the digital environment</li><li>• Interpretation of data regarding the measurement of brand value in the digital environment</li></ul></li><li>3. Instrumental – applicative<ul style="list-style-type: none"><li>• Developing a marketing plan in the digital environment</li></ul></li></ol>
<b>Competențe transversale</b>	<p>Applying the principles, norms and values of professional ethics within its own rigorous, efficient and responsible work strategy;</p> <ul style="list-style-type: none"><li>• Identifying the roles and responsibilities in a multi-specialized team and applying effective relationship and work techniques within the team;</li><li>• Identifying the opportunities for continuous training and the efficient use of the learning resources and techniques for their own development.</li></ul>

## 7. Obiectivele disciplinei (reieșind din grila competențelor specifice acumulate)

<b>7.1 Obiectivul general</b>	Development of strategic thinking in digital marketing
<b>7.2 Obiectivele specifice</b>	

Formation of skills for using the tools of analysis and strategic planning in brand management in the digital environment;

- Development of the skills necessary for critical analysis of brand management problems in the digital environment;
- Developing the ability to develop a marketing plan in the digital environment.

## **8. Conținuturi**

### **8.1 Curs**

1. E-marketing and branding - 2 h
2. Tools for e-marketing - 2h
3. Search Engine Marketing - Search Engine Optimization - 2h
4. Search Engine Marketing - Pay per click- 2h
5. Social Media Channels - 2h
6. Data measurement and analysis in e-marketing - 2h
7. The e-marketing plan - 2h

### **Bibliografie**

1. Keller, Kevin Lane, Tony Apéria, and Mats Georgson. Strategic brand management: A European perspective. Pearson Education, 2008.
2. Rowles, Daniel. Digital branding: a complete step-by-step guide to strategy, tactics and measurement. Kogan Page Publishers, 2014.
3. The Brand Mapping Strategy: Design, Build, and Accelerate Your Brand, [Karen Leland](#), Entrepreneur Press, Jun 20, 2016
4. . Rogers, David L. The digital transformation playbook: Rethink your business for the digital age. Columbia University Press, 2016

### **8.2 Seminar / Laborator**

1. Introduction to e-marketing - 2 h
2. Research tools and strategic planning - 4 h
3. Building a website - 2 h
4. Search Engine Optimization - 2 h
5. Pay Per Click - 4 h
6. Social Media - 4 h
7. Emailing Campaigns - 2 h
8. Data Analysis - 2 h
9. E-marketing plans - 6 h

### Bibliografie

1. Keller, Kevin Lane, Tony Apéria, and Mats Georgson. Strategic brand management: A European perspective. Pearson Education, 2008.
2. Rowles, Daniel. Digital branding: a complete step-by-step guide to strategy, tactics and measurement. Kogan Page Publishers, 2014.
3. The Brand Mapping Strategy: Design, Build, and Accelerate Your Brand, [Karen Leland](#), Entrepreneur Press, Jun 20, 2016
4. Rogers, David L. The digital transformation playbook: Rethink your business for the digital age. Columbia University Press, 2016

### 9. Coroborarea conținuturilor disciplinei cu așteptările reprezentanților comunității, asociațiilor profesionale și angajatori reprezentativi din domeniul aferent programului

On an annual basis, the course content is discussed with the representatives of the business environment, who hire or could hire graduates from this program, while students are asked to provide anonymous feedback about the course structure, teaching methods, as well as strengths / weaknesses (after the final evaluation).

### 10. Evaluare

Lecture - 40%

Seminar - 60%


### 10.6 Standard minim de performanță

Obtaining 5 out of 10 in the exam and also in the seminar.

#### Data completării

28.09.2023

#### Titular curs

 lect. univ. dr. Berteia Patricea


#### Titular de seminar

colab. drd. Jelea Raluca Alexandra

#### Data avizării în Departament

28.09.2023

#### Director de Departament

 prof. univ. dr. Andrei Nestian



