

SYLLABUS
Academic year 2018-2019

1. Information regarding the programme

1.1. Higher education institution	Universitatea Babeş-Bolyai
1.2. Faculty	Faculty of Environmental Science and Engineering
1.3. Department	Environmental Analysis and Engineering
1.4. Field of study	Environmental Analysis and Engineering
1.5. Study cycle	Master
1.6. Study programme / Qualification	Sustainable Development and Environmental Management

2. Information regarding the course

2.1. Name of the course	Ecological marketing and negotiation tactics						
2.2. Code	NME8221						
2.3. Course coordinator	Assoc. prof. PhD Dacina Crina Petrescu						
2.4. Seminar coordinator	Assoc. prof. PhD Dacina Crina Petrescu						
2.5. Year of study	2	2.6. Semester	III	2.7. Type of evaluation	C	2.8. Type of course	Compulsory, DSIN

3. Total estimated time (hours/semester of didactic activities)

3.1. Hours per week	3	Of which: 3.2. lecture	2	3.3 seminar/laboratory	1
3.4. Total hours in the curriculum	42	Of which: 3.5. lecture	28	3.6. seminar/laboratory	14
Time allotment:					hours
Learning using manual, course support, bibliography, course notes					56
Additional documentation (in libraries, on electronic platforms, field documentation)					56
Preparation for seminars/labs, homework, papers, portfolios and essays					28
Tutorship					2
Evaluations					2
Other activities:	Exam preparation				10
3.7. Total individual study hours					154
3.8. Total hours per semester					196
3.9. Number of ECTS credits					6

4. Prerequisites (if necessary)

4.1. curriculum	-
4.2. competencies	-

5. Conditions (if necessary)

5.1. for the course	Course classroom with videoprojector, computer
5.2. for the seminar /lab activities	Seminar classroom with videoprojector, computer

6. Specific competencies acquired

Professional competencies	<p>C1. Collection, processing, and analysing data regarding the interaction between a company/ an organisation and the external environment</p> <p>C2. Application of professional ethics principles, norms and values within one's own rigorous, effective and responsible work strategies.</p> <p>C3. Running a subdivision of a company/ an organisation</p>
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Transversal competencies	<p>CT1. Implementing ethical principles, norms, and values within one's own rigorous, efficient, and responsible strategy of work</p> <p>CT2. Identifying the roles and responsibilities in a multispecialty team and implementing various relational techniques and efficient teamwork</p>
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7. Objectives of the course (outcome of the acquired competencies)

7.1. General objective of the course	<ul style="list-style-type: none"> The course aims to provide students with the basic information on ecological marketing and negotiation abilities
7.2. Specific objective of the course	<ul style="list-style-type: none"> Presentation of main marketing concepts Presentation of main negotiation strategies and tactics

8. Content

8.1. Course	Teaching method	Remarks
1. Understanding the objective, role and importance of Ecological Marketing	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied home assignments	The definition of marketing The importance of marketing The scope of marketing Ecological marketing: definition, role, importance
2. Core marketing concepts	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied home assignments	Needs, wants, demands Target markets, positioning, segments Brands, value, satisfaction Marketing channels Supply chains Competition Marketing environment
3. The marketing mix –an ecological perspective	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied home assignments	Setting product, communication, distribution and price strategies
4. Consumer behavior – factors that influence it	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied home assignments	The importance of studying consumer behavior Cultural, economic, personal, social, psychological factors
5. Decision making process	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied home assignments	Buying decision Stages of decision process Types of behaviour in developing purchasing decision
6. Consumer behavior research	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied home assignments	Evolution: motivation, behavioral, interpretivism Basic and applied research Primary and secondary research In depth interview Focus group Survey
7. New issues in consumer behaviour research – consumerism and CSR	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied home assignments	Consumerism; CSR ; Adapting business to environmental challenges

8. Importance of negotiation in environmental field; Communication and negotiation	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied home assignments	The relationship communication-negotiation; The communication process and its elements; Effective communication for successful negotiation
9. Constructive conflict management in negotiation	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied home assignments	Types of conflict; Constructive conflict management solutions
10. Negotiation stages. Negotiation plan; Negotiation analysis	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied home assignments	Pre-negotiation, negotiation, post-Negotiation
11. Essential elements for negotiation	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied home assignments	Interests, stake, objectives, positions, power, etc.
12. Negotiation strategies	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied home assignments	Distributive, integrative
13. Negotiation tactics	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied home assignments	Generosity, Flank Attack, Psychological War, Silence, etc.
14. Synthesis of presented notions	Interactive presentation, PPT presentation, student participatory presentation through the analysis of applied home assignments	Summary
Bibliography	<ol style="list-style-type: none"> 1. Blackwell, R., D., Miniard, P. W., Engel, J. F., 2005, Consumer Behavior (10th ed.), South-Western College Pub. 2. Cialdini, R., B., 2006, Influence: The Psychology of Persuasion, Harper Business., USA 3. Danciu, V, 2006, Marketing ecologic, Ed. Economics, Bucuresti. 4. Fisher, Roger, Ury, William, Patton, Bruce, 2011, Getting to Yes: Negotiating Agreement Without Giving In , Penguin Books, New York. 5. Harrison Rob, 2006, The ethical consumer. London ; Thousand Oaks, Calif ; New Delhi : Sage Publications. 6. Kotler, P., Kevin Lane Keller, K. L., 2011, Marketing Management (14th ed.), Prentice Hall. 7. Lewicki, R. J., Saunders, D. M., & Barry, B. (2006). Negotiation. Boston : Burr Ridge, Ill : Dubuque, Ia : [etc.] : McGraw-Hill. 8. Petrescu, D. C., 2013, Consumer behaviour, Course notes. 9. Petrescu, D. C., 2013, Business negotiation, Course notes. 10. Solomon Michael R., 2002, Consumer behavior: buying, having, and being. Upper Saddle River, N.J : Prentice Hall. 11. Shell, G. Richard, 2006, Bargaining for Advantage: Negotiation Strategies for Reasonable People, Penguin Books, New York. 12. Solomon, M., Bamossy, G., Askegaard, S., Hogg, M. K., 2006, Consumer behaviour. A European Perspective, Pearson Education Limited. 	

8.2. Seminar	Teaching method	Remarks
1. Understanding Ecological Marketing	Exemplification, analysis, case studies	The definition of marketing The importance of marketing The scope of marketing Ecological marketing\$ definition, scope, importance
2. Core marketing concepts	Exemplification, analysis, case studies	Needs, wants, demands Target markets, positioning, segments Brands, value, satisfaction

		Marketing channels Supply chains Competition Marketing environment
3. The marketing mix –an ecological perspective	Exemplification, analysis, case studies	Setting product communication, distribution and price strategies
4. Consumer behavior – factors that influence it	Exemplification, analysis, case studies	The importance of studying consumer behavior Cultural, economic, personal, social, psychological factors
5. Decision making process	Exemplification, analysis, case studies	Buying decision Stages of decision process Types of behaviour in developing purchasing decision
6. Consumer behavior research	Exemplification, analysis, case studies	Evolution: motivation, behavioral, interpretivism Basic and applied research Primary and secondary research In depth interview Focus group Survey
7. New issues in consumer behaviour – consumerism; CSR; New issues in consumer behaviour – environmental issues	Exemplification, analysis, case studies	Consumerism; CSR ; Adapting business to environmental challenges
8. Importance of negotiation in environmental field; Communication and negotiation	Exemplification, analysis, case studies	The relationship communication-negotiation; The communication process and its elements; Effective communication for successful negotiation
9. Constructive conflict management in negotiation	Exemplification, analysis, case studies	Types of conflict; Constructive conflict management solutions
10. Negotiation stages. Negotiation plan; Negotiation analysis	Exemplification, analysis, case studies	Pre-negotiation, negotiation, post-Negotiation
11. Essential elements for negotiation	Exemplification, analysis, case studies	Interests, stake, objectives, positions, power, etc.
12. Negotiation strategies	Exemplification, analysis, case studies	Distributive, integrative
13. Negotiation tactics	Exemplification, analysis, case studies	Generosity, Flank Attack, Psychological War, Silence, etc.
14. Synthesis of presented notions	Exemplification, analysis, case studies	Summary
Bibliography	<ol style="list-style-type: none"> 1. Western College Pub. 2. Cialdini, R., B., 2006, Influence: The Psychology of Persuasion, Harper Business., USA 3. Danciu, V, 2006, Marketing ecologic, Ed. Economics, Bucuresti. 4. Fisher, Roger, Ury, William, Patton, Bruce, 2011, Getting to Yes: Negotiating Agreement Without Giving In , Penguin Books, New York. 5. Harrison Rob, 2006, The ethical consumer. London ; Thousand Oaks, Calif ; New Delhi : Sage Publications. 6. Kotler, P., Kevin Lane Keller, K. L., 2011, Marketing Management (14th ed.), Prentice Hall. 7. Lewicki, R. J., Saunders, D. M., & Barry, B. (2006). Negotiation. Boston : Burr Ridge, Ill : Dubuque, Ia : [etc.] : McGraw-Hill. 8. Petrescu, D. C., 2013, Consumer behaviour, Course notes. 	

	<p>9. Petrescu, D. C., 2013, Business negotiation, Course notes.</p> <p>10. Solomon Michael R., 2002, Consumer behavior : buying, having, and being. Upper Saddle River, N.J : Prentice Hall.</p> <p>11. Shell, G. Richard, 2006, Bargaining for Advantage: Negotiation Strategies for Reasonable People, Penguin Books, New York.</p> <p>12. Solomon, M., Bamossy, G., Askegaard, S., Hogg, M. K., 2996, Consumer behaviour. A European Perspective, Pearson Education Limited.</p>
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9. Corroborating the content of the course with the expectations of the epistemic community, professional associations and representative employers within the field of the program

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| <ul style="list-style-type: none"> The discipline content is consistent with what is being taught in other universities at home and abroad. In order to adapt it to the labour market requirements, there were held meetings with business representatives. |
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10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation method	10.3 Share in final grade
10.4. Course	Knowledge of the presented theoretical concepts Correct application of theory to practice	Final examination	50%
10.5. Seminar/lab activities	Correct resolutions of exercises, case studies, projects	Tests/ projects during the semester	40%
	Interest in individual preparation, seriousness in addressing seminar work	Points for active participation in seminars	10%

10.6. Minimum performance standards
<ul style="list-style-type: none"> ➤ Knowledge of the presented theoretical concepts ➤ Correct application of theory to practice through simple exercises/case studies. ➤ Understanding of economical meaning of results obtained

Date

12.04.2018

Signature of course coordinator

Dacina Crina PETRESCU 

Signature of seminar coordinator

Dacina Crina PETRESCU 

Date of approval

Signature of the Head of department
