

Presentation of the professional Master's degree program

MARKETING AND BUSINESS COMMUNICATION

The professional Master's degree program *Marketing and Business Communication* (MKCA) is part of the Faculty of Management-Marketing, *Marketing* domain, as a distinct full-time program, taught in Romanian, with the duration of 2 years / 4 semesters.

This program is a major element of the bachelor-master-PhD cycle and it is compatible with the Master's degree studies (in terms of mission, objectives and curricula) organized in other universities in Romania and Europe, that prepare experts in this domain or related domains, in compliance with the commitments undertaken under the Bologna Declaration.

The professional Master's degree program *Marketing and Business Communication* (MKCA) deals with issues related to the bachelor's major in *Marketing* and it is a higher qualification extension of the first-degree program.

The professional Master's degree program *Marketing and Business Communication* (MKCA) is meant for:

- Graduates of the bachelor degree programs in marketing;
- Graduates of the bachelor degree programs in Economic Sciences;
- Graduates of bachelor degrees in other fields than economic, who want specialized training in marketing;
- Professionals from companies, graduates of bachelor degree programs who are already employed and have practical experience.

The aim of the Master's degree program *Marketing and Business Communication* (MKCA) is to train high-quality experts in marketing, with competences needed in marketing in organizations, in marketing communication, to integrate working teams in organizations, through educational and scientific research activities typical of the current organizational environment as well as business organizations and public institutions.

After graduating the Master's degree program *Marketing and Business Communication* (MKCA), the graduates acquire knowledge, competences, values and attitudes typical of the Master's degree that shall give them the opportunity to be hired in marketing and executive positions and to add value to their competences in business developed on their own, and to study further on in universities.

The Master's degree program *Marketing and Business Communication* (MKCA) has the following *general objectives* in its academic curricula:

- ✓ To facilitate the students' processes of learning and research in economics, marketing and management;
- ✓ To develop the ability of the students and graduates to explain and interpret ideas, processes, phenomena, statuses and specific trends of the micro- and macro-economic activity, in a knowledge-based society;
- ✓ To train graduates, marketing experts, ready to take on managerial roles and make decisions in organizations (companies, institutions and NGOs), in a knowledge-based society, in the dynamic context of the Romanian, European and global market, with competences needed for the marketing of the organizations, marketing communication, who can fit well in teams and organizations;
- ✓ To develop the students' and graduates' ability to analyze and interpret quantitative and qualitative data and information regarding a certain issue;
- ✓ To train entrepreneurs who can take advantage of markets opportunities, to adapt themselves to the dynamic environment, to develop new businesses that promote added value: assets, services and elements of innovative supply that can meet the needs of the individuals and society;
- ✓ To conclude partnerships and develop a community of individuals and organizations in the economic and social environment, both Romanian and European, who are willing to develop their marketing, managerial and entrepreneurial abilities;
- ✓ To develop a knowledge database of theories, concepts, methods, techniques, tools and good practices, findings of the market research and the business environment, to stimulate the scientific research in marketing and the Romanian, European and global economic and social environment;
- ✓ To contribute to the integration of the graduates on the labor market;
- ✓ To promote principles, values and good practices of marketing, as domain of knowledge and economic and social practice;
- ✓ To develop the ability to analyze statuses and situations and to undertake responsibilities to solve problems, to communicate and to prove the outcome of one's own activity;
- ✓ To contribute to the development of the ability to work both independently and in a team, in order to solve issues in well-defined professional contexts.

The Master's degree program *Marketing and Business Communication* (MKCA) also has the following *specific objectives*:

- ✓ To train the students to analyze a wide range of concepts, theories, case studies, tools, techniques, strategies and models in marketing and communication;
- ✓ To teach the students about the structure and functions of marketing, as well as marketing policies and strategies;
- ✓ To teach the students about the latest and most advanced theories and developments in marketing and organizational communication;
- ✓ To help students understand how the marketing activity connects to the information and the methodology of other departments and functions of the organization;
- ✓ To develop the ability to organize and run team work efficiently, as well as the relations with other experts in marketing and other economic fields;
- ✓ To develop, assess and implement marketing in complex business environment;
- ✓ To organize efficiently the professional activity;
- ✓ To implement marketing policies adapted to the specific organizational needs;
- ✓ To design communication and organizational PR policies;
- ✓ To design and control marketing plans and budgets;
- ✓ To manage customer databases, the actual implementation of the programs for market research and communication/promotion;
- ✓ To organize the analysis of the customers' needs, to plan and implement strategic marketing;
- ✓ To run the marketing, communication and strategy departments;
- ✓ To identify sources of information, to analyze and interpret actual data from the literature and from scientific marketing papers;
- ✓ To substantiate the marketing integrated communication strategies, the operationalization, the control and the assessment of the marketing communication strategy;
- ✓ To promote a marketing-oriented thinking and a market-oriented organizational climate.

The **competences** of the graduates of the Master's degree program *Marketing and Business Communication* (MKCA):

- **Professional competences:**
 - Conducts market research;
 - Uses communication techniques;
 - Coordinates advertising campaigns;
 - Develops marketing strategies;
 - Possesses digital skills;

- Prepares reports following market studies;
- Identifies potential markets for companies;
- Identifies market niches;
- Uses different communication channels;
- Develops marketing campaigns;
- Conducts research interviews;
- Maintains customer relationships;
- Carries out strategic research activities;
- Integrates marketing strategies into the overall strategy;
- Uses consultation techniques;
- Contributes to coordinating promotional activities.

➤ ***Cross-curricular*** competences:

1. Shows initiative;
2. Provides advice to others;
3. Ensures customer orientation;
4. Shows creativity;
5. Creates digital content.

Given the above competences, the graduates of the Master's degree program *Marketing and Business Communication* (MKCA) have a wide range of hiring and career opportunities in various organizations, both public and private, ranging from SMEs to multinationals. After finishing their studies, the graduates of MKCA will have access, depending on their professional aspirations, personality and personal development, to jobs in marketing, as marketing expert and online marketing specialist, marketing consultant, market research analyst and other occupations according to the Romanian Occupations Catalogue (COR) / ISCO 08 and the requirements of the employers on the labor market.

The curricula of the Master's degree program *Marketing and Business Communication* (MKCA) includes compulsory and optional subjects, the practical sessions and a session for dissertation

The subjects studied cover all the main topics of the domain, providing all the necessary tools for the in-depth study of both marketing and business communication. Among the required subjects, there are: marketing management, business communication techniques, online marketing and communication, human resources strategies and policies, the management of marketing logistics systems, quantitative analysis in marketing, the marketing

of cooperative organizations, scientific research methodology and ecological marketing. In the spirit of ethics and academic integrity, the curriculum of the master's program includes among the required subjects Academic ethics and integrity.

Elective and optional subjects include:

- Surveys and Statistical Inquiries / Marketing Strategies and Policies
- Economic Policies / International Business Negotiation
- Management of Product and Service Design and Launch / Relationship Selling Management
- Negotiation and Game Theory / Risk Assessment in Marketing Activities

and the *optional* subjects: Bank marketing and Business Correspondence and Communication in English / French.

The internship takes place in the 1st semester of the 2nd year of study, under an Internship Guide, available to students at <https://www.artifex.org.ro/graficul-activitatilor/practica-studentilor/>.

The Master's degree study program ends with the writing and the defending of the dissertation. Upon passing the dissertation exam, 10 credit points are awarded, in addition to the credit points accrued during the study program (120 ECTS).

Admission to the Master's degree program *Marketing and Business Communication* (MKCA) takes place according to the Methodology regarding the organization of the admission exam for bachelor and Master's degree programs.

Enrolment documents:

- bachelor's degree diploma or equivalent, original and copy;
- diploma supplement or equivalent, original and copy;
- birth certificate, original and copy;
- marriage certificate, original and copy (if applicable);
- identity document (copy);
- standard medical certificate, issued by authorized medical offices, certifying that the applicants are able to enroll in higher education;
- 3 photos (size ¾);
- receipt certifying the payment of the enrolment fee (paid at the university cash office);
- framework tuition agreement for the schooling period (received upon enrolment);

- enrolment sheet, filled in and signed by the applicant, upon enrolment;
- paper folder (envelope type).

The tuition fees for the Master's degree program *Marketing and Business Communication* (MKCA) can be found here: <https://www.artifex.org.ro/taxe-si-tarife/>

Enrolment is limited by the number of places approved by ARACIS and published in a G.D. in the current year and complies with the ARACIS standards for Master's degrees.

For more information, visit: <https://www.artifex.org.ro/admitere/>.

We look forward to having you as our students and partners!