

## The Faculty of Marketing

### Bachelor's domain: Marketing

#### General competences:

- ✓ knowledge, understanding and application of fundamental concepts, theories, principles and methods of investigation and exploration specific to the economic field
- ✓ ability to explain and interpret ideas, processes, phenomena, and trends specific to micro- and macro-economic activities, against the background of the knowledge-based society
- ✓ collecting, analyzing and interpreting quantitative and qualitative data and information regarding a specific problem
- ✓ analyzing various states of affairs, assuming responsibilities for problem-solving, communication and argumentation of work results
- ✓ ability to work independently or as part of a team to solve issues arising in specific professional contexts
- ✓ ability to use modern information technology to edit texts, process data and access databases specific for the activity of various organizational structures
- ✓ oral and written professional communication in at least one foreign language
- ✓ upon obtaining a Bachelor's degree in Economics *and* a graduation certificate which attests to the successful completion of the Teacher Training Module, graduates are eligible for a teaching position at pre-university level

#### Specific competences:

- ✓ knowledge, understanding and application of specific market research concepts and methods to consolidate organizational marketing strategies
- ✓ elaboration, organization and management of marketing plans to reach strategic organizational objectives
- ✓ operationalization of marketing programs and performance of activities specific to the operational functions that implement the latter
- ✓ ability to develop and use databases related to clients, providers, products, competitors and markets, so as to consolidate the decision-making process regarding the marketing mix promoted by organizations