

**Annex 6**

**Subject File**

**1. Information regarding the subject**

1.1 Higher Education Institution	<b>UNIVERSITY OF ORADEA</b>
1.2 Faculty	<b>ENVIORNMENTAL PROTECTION</b>
1.3 Department	<b>ZOOTECHNICS AND AGRITOURISM</b>
1.4 Field of study	<b>MARKETING</b>
1.5 Duration	<b>4 YEARS</b>
1.6 Degree	<b>BACHELOR'S</b>

**2. Information regarding the course**

2.1 Subject name	<b>MARKETING APPLIED IN ZOOTECHNICS</b>						
2.2 Course Coordinator	UNIVERSITY LECTURER DOCTOR <b>LADAR TANASE CALIN</b>						
2.3 Seminary /laboratory/project coordinator	UNIVERSITY LECTURER DOCTOR <b>LADAR TANASE CALIN</b>						
2.4 Year of study	4	2.5 Semester	2	2.6 Evaluation type		2.7 Subject regime	I

(C) Compulsory; (D) Discretionary ; (O) Optional

**3. Total estimated time**

3.1 Numbers of hours a week	4	Of which: 3.2 hours of lectures	2	3.3 hours of seminary /laboratory/project	2
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3.4 Total hours in the teaching plan	56	of which: 3.5 hours of lectures	28	3.6 hours of seminary /laboratory/project	28
Time management					Hours
Study after the course book, course material, bibliography and notes					36
Supplementary work in the library, on out digital platforms and on the field					60
Preparing the seminary/laboratory, the topics, the papers, the portfolio and the essays					20
Supervisions					10
Examinations					4
Other activities					30
<b>3.7 Hours spent on individual study</b>	<b>160</b>				
<b>3.9 Total number of hours per semester</b>	<b>216</b>				
<b>3.10 Number of credits</b>	<b>4</b>				

#### 4. Prerequisites

4.1 syllabus	Not the case
4.2 knowledge	

#### 5. Conditions

5.1. for the course	<p>-gaining the ability to correctly make use of the specific concepts regarding the application of marketing in zootechnics</p> <p>-the ability to create your own values system having an internal logic which is suitable for the subject</p>
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5.2. for the seminary/laboratory/project	
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6. Specific skills gained	
Professional skills	<p><b>1. Knowledge and understanding</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> knowledge regarding concepts, theories and models that are specific to marketing.</li> <li><input type="checkbox"/> understanding the concepts of marketing</li> <li><input type="checkbox"/> putting theory into practice by making use of simulations and case studies</li> </ul> <p><b>2. Ability to explain and interpret</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> explaining concrete situations at an organizational level</li> <li><input type="checkbox"/> interpreting the employees behavior in different situations.</li> <li><input type="checkbox"/> explaining the utility of interdisciplinarity</li> </ul> <p><b>3. Evaluation of the performance at an organizational level</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> evaluation of quality at an organizational level; quality standards</li> <li><input type="checkbox"/> tools for investigating organizational efficiency</li> </ul> <p><b>4. Attitudinal skills</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> encouraging moral behavior among partners</li> <li><input type="checkbox"/> promoting a coherent system of values, responsibility, involvement and morality</li> <li><input type="checkbox"/> development of constructive attitudes regarding marketing at an organizational level</li> </ul>
Transversal skills	<p>1. Applying the principles, norms and professional ethic values in the context of your own rigorous, efficient and responsible working strategy.</p> <p>2. Identifying the continuous learning opportunities and efficiently making use of resources and learning techniques for your own development.</p>

## 7. Subject's goals

7.1 Subject's general goal	<ul style="list-style-type: none"> <li>- the collection, analysis and interpretation of data and information from the point of view of the quantitative and qualitative, of various alternative sources, respectively of the contexts real occupational skills and from literature in the field, for the formulation of arguments, decisions and concrete steps;</li> <li>- the ability to solve problems through the concrete negotiation strategy – conflicting and non-conflicting strategy, intra and interorganisational in zootechnics management;</li> </ul>
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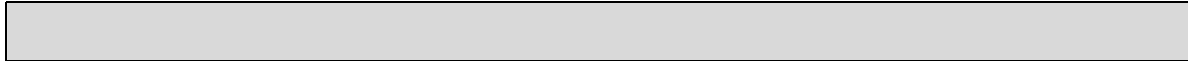
	<ul style="list-style-type: none"> <li>- the use of information technology for activities and for business purposes;</li> <li>-the design and management of specific processes related to the diversification of zootechnics activity;</li> <li>- analysis of systems, capacities and strategies concerning the development of the zootechnics industry;</li> <li>- the study of procedures for the revival of the zootechnics industries in crisis;</li> <li>- the ability to sustain studies and analyses, technical-economic opportunities, organizational and the effectiveness of the activities related to the launch of new products;</li> <li>- creating the fundamentals for the human resource requirements, material, and financial in relation to the requirements of the volume and the effectiveness of the organization of tourism;</li> <li>- the development of the business plan, strategies, plans and specific programs, the procedures for carrying out, as well as the identification and application of measures for the purpose of achieving the correction under the best conditions, of foreseeable objectives;</li> <li>- drawing up studies and reports professional applicable or who can be publish;</li> <li>- the ability to act independently and creative in approaching and solving the problems, evaluate the objective and constructive critical status, to make creating solutions for problems and to communicate the results by arguments;</li> <li>- the ability to apply that theory into new situations and which could not have been foreseen, become familiar with the newest and advanced developments of knowledge in the field;</li> </ul>
7.2 Specific goals	<ul style="list-style-type: none"> <li>- the capacity for the identification and structuring of information relating to international economic processes on the zootechnical contemporary phenomenon;</li> <li>- skills of research in the field of business management, and in particular as regards the communication - Business and marketing, public relations in the field of the organization, management and marketing;</li> <li>- knowledge, interpretation and application of the rules and practices in matters of international affairs in the zootechnical field with the involvement of public entities;</li> <li>- developing of marketing programs, strategies and procedures required to achieve the objectives in connection with promoting the zootechnics industry;</li> <li>- participation to the development of prefeasibility studies and feasibility of investments necessary for business, legal and real, effective, and plans, programs and procedures comply with in real time.</li> </ul>

## 8. Contents

8.1 Course	Teaching methods	No. hours / Observations
The economic characteristics of the zootechnics sector and	Oral Lecture	2

agriculture.		
The concept of "marketing in zootechnics field and agriculture"	lecture participatory, debate, exposure, presentations power point	2
Evaluation of the zootechnics activity	Oral Lecture	2
The analysis of the environment and the resources of the region.	Oral Lecture	2
The concept of leisure activities in the Community.	Oral Lecture	2
Leisure, free market and the Community.	Oral Lecture	2
The competition and the destination of the agricultural products and zootechnical products.	Oral Lecture	2
The zootechnical marketing and agricultural marketing support systems	Oral Lecture	2
The zootechnical and agriculture market players.	Oral Lecture	2
Marketing applied in zootechnical and agriculture field	Oral Lecture	2
The evaluation of projects micro and macro in the zootechnical field	Oral Lecture	2
The agricultural Branding.	Oral Lecture	2
Restoring the zootechnical and agricultural markets in crisis.	Oral Lecture	2
The system of good practice in the field of marketing.	Oral Lecture	2
8.2 Seminary	Teaching methods	No. hours / Observations
Implications of the globalisation of the economy on Romania's new economy.	debate	2
Comparisons between the zootechnics sector and the situation in Romania .	Case study	2
The analysis of a questionnaire for the evaluation of the zootechnics sector	debate	2
The interview technique for the evaluation of the market in	dialogue	2

marketing .		
The analysis of the current situation on the zootechnics industry	Case study	2
Practical case study of the market.	Case study	2
Position of local competitors to draft a tourist destinations.	dialogue	2
Local support systems and the prospect of their alignment to international practice.	debate	2
The agricultural sector players	dialogue	2
Preliminary evaluation of the research field	dialogue	2
The evaluation of projects micro and macro in the agricultural sector	dialogue	2
The critical aspects of branding projects for Romania.	dezbatere	2
Restoring the problems in the agricultural sector in crisis.	debate	2
The analysis of the projects (deep interview) and questionnaires.	dialogue	2
Bibliography		
1. The MARKETING AND MANAGEMENT OF AGRICULTURAL ACTIVITIES Course -university lecturer doctor LADAR TANASE CALIN The Publishing House of the University of Oradea.		
2. The Environment and Sustainable Agriculture. Annals of the University of Oradea, Vol. IX, Part 9, Fascicule Environmental Protection, ISSN 1224-6255, (245-254), 2004.		
3. The Impact of Agriculture Upon the Environment. The Quality of the Environment in the Rural Areas. Annals of the University of Oradea, Vol. IX, Part 9, Fascicule Environmental Protection, ISSN 1224-6255, (255-262), 2004.		
4. The Efficiency of Costs Regarding the Environmental Protection in the Field of Agriculture. Annals of the University of Oradea, Vol. IX, Part 9, Fascicule Environmental Protection, ISSN 1224-6255, (263-268), 2004.		
5. The Institutional and Legislative Framework in the Field of Environmental Protection and Agriculture Considering the European Union Integration. Annals of the University of Oradea, Vol. IX, Part 9, Fascicule Environmental Protection, ISSN 1		



**9. The coordination and the expectations of the representatives of the Community discipline, professional associations and representative employers in the field concerned the program**

Operating with the methods, techniques and processes its own approach to fundamental problems in the field of agriculture and zootechnics.

**10. Evaluation**

Type of activity	10.1 The evaluation criteria	10.2 Evaluation methods	10.3 Weight of the final note
10.4 Course	Final evaluation	Exam	70%
10.5 Seminary	Workshop presentation	Periodical testing	30%
10.8 Minimum standard of performance			
1. The knowledge of the vocabulary specific to the field of study;			
2. The recognition of the principles, laws and theories related to the field of study;			
3. Understanding the fundamental concepts;			
4. The execution of the workshop presentation, seminary presentation, management questionnaires, „deep interview”			

Date of completion

Signature of the course holder

Signature of the

seminary/laboratory/project holder

04.10.2022

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The date of the endorsement in the department

07.10.2022

The signature of the department manager

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