

# COURSE GUIDE – short form

## Academic year 2024 - 2025

Course name <sup>1</sup>	COMMUNICATION					Course code	1.ISI.17.DC-2			
Course type <sup>2</sup>	DC	Category <sup>3</sup>	DO	Year of study	1	Semester	1	Number of credit points	2	

Faculty	Faculty of Materials Science and Engineering	Number of teaching and learning hours <sup>4</sup>					
Field	Industrial Engineering	Total	L	T	LB	P	IS
Specialization	Security in engineering industry	50	14	14	-	-	22

Pre-requisites from the curriculum <sup>5</sup>	Compulsory	-
	Recommended	-

General objective <sup>6</sup>	Students will obtain an insight into the implications of communication and its importance for the company's activity.
Specific objectives <sup>7</sup>	Identify the fundamental concepts in marketing. Devise communication strategies, to choose the mix of communication and to assess the results of communication.
Course description <sup>8</sup>	The definition of the target consumer description and market. The establishment of the communication strategy. Realization of the communication campaign. Communication budget.

Assesment			Schedule <sup>9</sup>	Percentage in the final grade (minimum grade) <sup>10</sup>
A. Final assessment form <sup>11</sup> : Colloquium	Class tests along the semester	%		50 % (minim 5)
	Home works	%		
	Other activities	%		
	Examination procedures and conditions: Subjects from the theoretical part of the discipline.	100%		
B. Seminar	Activity during seminar			50 % (minim 5)

Course organizer	Conf. dr. Gabriel Asandului	
Teaching assistants	Conf. dr. Gabriel Asandului	

<sup>1</sup>Course name from the curriculum

<sup>2</sup> DF – fundamental, DID – in the field, DS – specialty, DC – complementary (from the curriculum)

<sup>3</sup> DI – imposed, DO –optional, DL – facultative (from the curriculum)

<sup>4</sup> Points 3.8, 3.5, 3.6a,b,c, 3.7 from the Course guide – extended form (L-lecture, T-tutorial, LB-laboratory works, P-project, IS-individual study)

<sup>5</sup> According to 4.1 – Pre-requisites - from the Course guide – extended form

<sup>6</sup> According to 7.1 from the Course guide – extended form

<sup>7</sup> According to 7.2 from the Course guide – extended form

<sup>8</sup> Short description of the course, according to point 8 from the Course guide – extended form