

## MASTER PROGRAMME

## GEOMATICS

1<sup>ST</sup> YEAR OF STUDY, 2<sup>ND</sup> SEMESTER

COURSE TITLE	GIS INSTRUMENTS FOR GEOMARKETING
COURSE CODE	JGMT1208
COURSE TYPE	full attendance/ tutorial
COURSE LEVEL	2 <sup>nd</sup> cycle (master's degree)
YEAR OF STUDY, SEMESTER	1 <sup>st</sup> year of study, 2 <sup>nd</sup> semester
NUMBER OF ECTS CREDITS	6
NUMBER OF HOURS PER WEEK	3 (1 lecture hour + 2 seminar hours)
NAME OF LECTURE HOLDER	Lecturer Alexandru RUSU
NAME OF SEMINAR HOLDER	Lecturer Alexandru RUSU
PREREQUISITES	Advanced level of English
A	GENERAL AND COURSE-SPECIFIC COMPETENCES
	<p><b>General competences:</b></p> <ul style="list-style-type: none"> <li>→ Acquiring the adequate professional and transversal competencies, according to the specific requirements of the subject and the qualifications listed in the National Index of Higher Education Qualifications (RNCIS) for Geomatics</li> </ul> <p><b>Course-specific competences:</b></p> <ul style="list-style-type: none"> <li>→ Display the theoretical and methodological aspects of geomarketing</li> <li>→ Describes correctly the necessary steps in implementing geomarketing analysis</li> </ul>
B	LEARNING OUTCOMES
	<ul style="list-style-type: none"> <li>→ Use GIS tools for territorial analysis of economic performance at company level</li> <li>→ Calculate service areas and market potential at regional level</li> <li>→ Analyze the impact of economic competitors on sales territories</li> <li>→ Develop a geomarketing study</li> </ul>
C	LECTURE CONTENT
	<p>Introduction to geomarketing.  Fundamental concepts in geo-marketing  Geo-marketing and Geography (geo-marketing and space marketing)  Spatial aspects of demand: spatial behavior of consumers.  Spatial aspects of demand: spatial differentiation of consumers' lifestyles.  Geo-marketing of demand  Spatial aspects of the offer: spatial behavior of commercial agents.  Spatial aspects of the offer: location of commercial infrastructures.  Geo-marketing of the offer.  Spatial analysis of prices.  Spatial analysis of advertising.  Conventional forms of geo-marketing.  Unconventional forms of geo-marketing.  Geo-marketing and space scales.  GIS and geo-marketing - technologies, suppliers, users.</p>
D	RECOMMENDED READING FOR LECTURES
	<ol style="list-style-type: none"> <li>1. Cliquet, G., ed., (2006) - <b>Geomarketing</b>. Methods and Strategies in Spatial Marketing, ISTE Ltd., London (UK) / Newport Beach (US)</li> <li>2. Latour, Ph., Le Floc, J., (2001) - <b>Le géomarketing</b>, Editions d'Organisation, Paris</li> <li>3. Groza, O. (2005) - <b>Bazele teoretice ale planificării teritoriale</b>, UAIC, Iași</li> <li>4. Pumain, D.; Saint Julien, Th., 1997 – <b>L'Analyse spatiale. Localisations dans l'espace</b>, A. Colin, Paris</li> <li>5. Pumain, D.; Saint Julien, Th., 2001 – <b>Les interactions spatiales</b>, A. Colin, Paris</li> </ol>
E	SEMINAR CONTENT
	<p>Introduction to geo-marketing  Collection and management of data necessary for geo-marketing-geometry analyzes  Collection and management of data needed for geo-marketing analyzes - databases  Drawing up spatial databases and their exploitation through geo-marketing techniques  Spatial analysis tools dedicated to geo-marketing studies</p>

	<p>Territorial sales planning. Customer segmentation techniques.  Visualization and analysis of space competition. Huff's model.  Exploring territorial strengths in the process of locating a sales department.  GIS solutions for location-allocation problems.  GIS solutions for advertising  GIS solutions and spatial analysis tools usable in the decision-making process (implantation, relocation, management of sales territories)  Strategies for exposing and visualizing the results produced by geo-marketing analyses  Case study. Synthesis of the main lecture items: analysis, segmentation, planning, location, competition estimation.  Major actors at GIS level and geo-marketing applications / programs</p>
F	RECOMMENDED READING FOR SEMINARS
	<ol style="list-style-type: none"> <li>1. Latour, Ph., Le Floc, J., (2001) - <b>Le géomarketing</b>, Editions d'Organisation, Paris</li> <li>2. <a href="http://resources.arcgis.com/en/communities/business-analyst/index.html">http://resources.arcgis.com/en/communities/business-analyst/index.html</a></li> <li>3. <a href="http://www.master-geomarketing.com/presentation/axes.html">http://www.master-geomarketing.com/presentation/axes.html</a></li> <li>4. <a href="http://geomarketing.ca/category/connaissances-generales/">http://geomarketing.ca/category/connaissances-generales/</a></li> <li>5. O. Groza, (2005) - <b>Bazele teoretice ale planificării teritoriale</b>, UAIC, Iași</li> </ol>
G	EDUCATION STYLE
LEARNING AND TEACHING METHODS	Lecture, didactic explanation, heuristic coversation
ASSESSMENT METHODS	Examination + Seminar Grades
LANGUAGE OF INSTRUCTION	English