

**SCHOOL OF MANAGEMENT-MARKETING
I-ST YEAR MASTER STUDIES**

**SCHEDULE OF WINTER SESSION
22.01.2024 –11.02.2024**

MAJOR: STRATEGIC MARKETING

DAY	HOUR	ROOM	DISCIPLINE	WRITTEN/ ORAL EXAM	PROFESSOR
22.01.2024	18-20	223	CUSTOMER EXPERIENCE MANAGEMENT	WRITTEN	BARBU ADRIAN
25.01.2024	16-18	VIRTUAL LIBRARY (ground floor)	SEGMENTATION AND POSITIONING STRATEGIES	WRITTEN	EDU TUDOR
30.01.2024	16-18	312	INTEGRATED MARKETING COMMUNICATION	WRITTEN	POP MIHAI
02.02.2024	16-18	312	MANAGING BRANDS AND CUSTOMER EQUITY	WRITTEN	PURCĂREA THEODOR
08.02.2024	16-18	312	MARKET RESEARCH AND DATA ANALYSIS	WRITTEN	EDU TUDOR

NOTE: *The entrance to exams is based on the master student ID with visa for **academic year 2023/2024** and on the identity card.*

Can enter to exams students who:

- fully paid their annual fee for studies **2023/2024**;*
- have in their personal file the Bachelor Diploma in original (or certified copy of Bachelor Diploma and a student certificate from the study program followed simultaneously).*

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23.01.2024	17-19	523	GLOBAL MARKETING MANAGEMENT	WRITTEN	PREDA OANA
25.01.2024	18-20	321	MARKETING PLANNING – DECISION MAKING	WRITTEN	PERJU ALEXANDRA
29.01.2024	16-18	312	MARKETING INNOVATION LAB	WRITTEN	MOCANU DAN
01.02.2024	16-18	318	MEASURING MARKETING EFFECTIVENESS	WRITTEN	DUMITRESCU LUCIAN
02.02.2024	16-18	312	MANAGING BRANDS AND CUSTOMER EQUITY (resit-credit exam)	WRITTEN	PURCĂREA THEODOR
05.02.2024	16-18	312	GLOBAL STRATEGIC MANAGEMENT	WRITTEN	UNGUREANU-PETCU VICTOR

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