

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

**SCHEDULE OF REASSESSMENT SESSION
01.09.2017 – 21.09.2017**

MAJOR: STRATEGIC MARKETING

DAY	HOUR	ROOM	DISCIPLINE	WRITTEN/ ORAL EXAM	PROFESSOR
TUESDAY 05.09.2017	14-16	110	INTEGRATED MARKETING COMMUNICATION	WRITTEN	POP MIHAI
WEDNESDAY 06.09.2017	12,00	110	MEASURING MARKETING EFFECTIVENESS	WRITTEN	TUDORIE CRISTINA
THURSDAY 07.09.2017	12,00	112	CUSTOMER EXPERIENCE MANAGEMENT	WRITTEN	BARBU ADRIAN
THURSDAY 07.09.2017	14,00	117	PRICING AND SALES MANAGEMENT STRATEGY	WRITTEN	BARBU ADRIAN
MONDAY 11.09.2017	14,00	110	MARKET RESEARCH AND DATA ANALYSIS	WRITTEN	EDU TUDOR
MONDAY 11.09.2017	16,00	110	SEGMENTATION AND POSITIONING STRATEGIES	WRITTEN	EDU TUDOR
MONDAY 18.09.2017	12,00	110	DIGITAL MARKETING MANAGEMENT	WRITTEN	NEGRICEA COSMIN
MONDAY 18.09.2017	16,00	110	MANAGING BRANDS AND CUSTOMER EQUITY	WRITTEN	PURCĂREA THEODOR
MONDAY 18.09.2017	14,00	110	SUPPLY CHAIN STRATEGY	WRITTEN	PURCĂREA THEODOR
TUESDAY 19.09.2017	14-16	113	GLOBAL MARKETING MANAGEMENT	WRITTEN	PREDĂ OANA
THURSDAY 21.09.2017	14.00	109	INTERNATIONAL BUSINESS NEGOTIATION	WRITTEN	POTECEA VALERIU

NOTE: *The entrance to exams is based on the master student ID with visa for academic year 2016/2017 and on the identity card.*

Can enter to exams students who:

- fully paid their annual fee for studies 2016/2017;*
- 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).*