

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

**SCHEDULE OF WINTER SESSION
29.01.2018 – 18.02.2018**

MAJOR: STRATEGIC MARKETING

DAY	HOUR	ROOM	DISCIPLINE	WRITTEN/ ORAL EXAM	PROFESSOR
01.02.2018 THURSDAY	16.00	108	GLOBAL MARKETING MANAGEMENT	WRITTEN	PREDĂ OANA
05.02.2018 MONDAY	16.00	524	MANAGING BRANDS AND CUSTOMER EQUITY	WRITTEN	PURCĂREA THEODOR
09.02.2018 FRIDAY	16.00	109	MARKET RESEARCH AND DATA ANALYSIS	WRITTEN	EDU TUDOR
12.02.2018 MONDAY	16.00	109	INTEGRATED MARKETING COMMUNICATION	WRITTEN	POP MIHAI
15.02.2018 THURSDAY	16.00	109	CUSTOMER EXPERIENCE MANAGEMENT	WRITTEN	BARBU ADRIAN

NOTE: *The entrance to exams is based on the master student ID with visa for academic year 2017/2018 and on the identity card.*

Can enter to exams students who:

- fully paid their annual fee for studies 2017/2018;*
- 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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DAY	HOUR	ROOM	DISCIPLINE	WRITTEN/ ORAL EXAM	PROFESSOR
01.02.2018 THURSDAY	16.00	110	BUSINESS ETHICS AND LEADERSHIP	WRITTEN	PASCARIU DAN
06.02.2018 TUESDAY	18.00	108	MARKETING PLANNING – DECISION MAKING	WRITTEN	TUDORIE CRISTINA
09.02.2018 FRIDAY	16.00	109	MARKETING INNOVATION LAB	WRITTEN	EDU TUDOR
14.02.2018 WEDNESDY	17.00	112	INTEGRATED RESEARCH AND CONSULTANCY PROJECT	ORAL	EDU TUDOR

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