

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

**SCHEDULE OF WINTER SESSION
28.01.2019 – 17.02.2019**

MAJOR: STRATEGIC MARKETING

DAY	HOUR	ROOM	DISCIPLINE	WRITTEN/ ORAL EXAM	PROFESSOR
30.01.2019 WEDNESDY	16.00	210	MARKET RESEARCH AND DATA ANALYSIS	WRITTEN	EDU TUDOR
04.02.2019 MONDAY	18.00	209	CUSTOMER EXPERIENCE MANAGEMENT	WRITTEN	BARBU ADRIAN
07.02.2019 THURSDAY	16,00	524	SEGMENTATION AND POSITIONING STRATEGIES	WRITTEN	EDU TUDOR
11.02.2019 MONDAY	16.00	211	MANAGING BRANDS AND CUSTOMER EQUITY	WRITTEN	PURCĂREA THEODOR
14.02.2019 THURSDAY	16.00	211	INTEGRATED MARKETING COMMUNICATION	WRITTEN	POP MIHAI

NOTE: *The entrance to exams is based on the master student ID with visa for academic year 2018/2019 and on the identity card.*

Can enter to exams students who:

- fully paid their annual fee for studies 2018/2019;*
- 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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31.01.2019 THURSDAY	16.00	211	GLOBAL STRATEGIC MANAGEMENT	WRITTEN	UNGUREANU- PETCU VICTOR
06.02.2019 WEDNESDY	18.00	511	MARKETING PLANNING – DECISION MAKING	WRITTEN	TUDORIE CRISTINA
07.02.2019 THURSDAY	16.00	524	INTEGRATED RESEARCH AND CONSULTANCY PROJECT	ORAL	EDU TUDOR
14.02.2019 THURSDAY	16.00	524	MARKETING INNOVATION LAB	WRITTEN	EDU TUDOR

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