

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

**SCHEDULE OF AUTUM SESSION
02.09.2019 – 22.09.2019**

MAJOR: STRATEGIC MARKETING

DAY	HOUR	ROOM	DISCIPLINE	WRITTEN/ ORAL EXAM	PROFESSOR
TUESDAY 03.09.2019	16,00	109	METHODOLOGY AND ETHICS OF RESEARCH	WRITTEN	FOLEA VICTORIA
THURSDAY 05.09.2019	12,00	523	MANAGING BRANDS AND CUSTOMER EQUITY	WRITTEN	PURCĂREA THEODOR
MONDAY 09.09.2019	16,00	108	CUSTOMER EXPERIENCE MANAGEMENT	WRITTEN	BARBU ADRIAN
MONDAY 09.09.2019	16,00	108	PRICING AND SALES MANAGEMENT STRATEGIES	WRITTEN	BARBU ADRIAN
TUESDAY 10.09.2019	16,00	108	PROJECT MANAGEMENT	WRITTEN	ZIRRA DANIELA
THURSDAY 12.09.2019	16,00	523	MARKET RESEARCH AND DATA ANALYSIS	WRITTEN	EDU TUDOR
THURSDAY 12.09.2019	16,00	523	SEGMENTATION AND POSITIONING STRATEGIES	WRITTEN	EDU TUDOR
MONDAY 16.09.2019	14,00	117	INTEGRATED MARKETING COMMUNICATION	WRITTEN	POP MIHAI
MONDAY 16.09.2019	15,00	117	DIGITAL MARKETING MANAGEMENT	WRITTEN	NEGRICEA COSMIN
WEDNESDAY 18.09.2019	16,00	117	INTERNATIONAL BUSINESS NEGOTIATION	WRITTEN	POTECIA VALERIU
THURSDAY 19.09.2019	16,00	523	SUPPLY CHAIN STRATEGIES	WRITTEN	MUSTEA RĂZVAN

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).*