

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

**SCHEDULE OF WINTER SESSION
27.01.2020 – 16.02.2020**

MAJOR: STRATEGIC MARKETING

DAY	HOUR	ROOM	DISCIPLINE	WRITTEN/ ORAL EXAM	PROFESSOR
27.01.2020 MONDAY	16.00	214	INTEGRATED MARKETING COMMUNICATION	WRITTEN	POP MIHAI
31.01.2020 FRIDAY	18.00	522	MARKET RESEARCH AND DATA ANALYSIS	WRITTEN	EDU TUDOR
06.02.2020 THURSDAY	16.00	520	MANAGING BRANDS AND CUSTOMER EQUITY	WRITTEN	PURCĂREA THEODOR
10.02.2020 MONDAY	16.00	210	CUSTOMER EXPERIENCE MANAGEMENT	WRITTEN	BARBU ADRIAN
13.02.2020 THURSDAY	16.00	522	SEGMENTATION AND POSITIONING STRATEGIES	WRITTEN	EDU TUDOR

NOTE: *The entrance to exams is based on the master student ID with visa for academic year 2019/2020 and on the identity card.
Can enter to exams students who:
- fully paid their annual fee for studies 2019/2020;
- 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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27.01.2020 MONDAY	16.00	214	MARKETING PLANNING – DECISION MAKING	WRITTEN	NEMȚANU MIRELA
30.01.2020 THURSDAY	16.00	213	MEASURING MARKETING EFFECTIVENESS	WRITTEN	NEMȚANU MIRELA
03.02.2020 MONDAY	17.00	426	GLOBAL MARKETING MANAGEMENT	WRITTEN	PREDA OANA
06.02.2020 THURSDAY	16.00	214	GLOBAL STRATEGIC MANAGEMENT	WRITTEN	UNGUREANU- PETCU VICTOR
13.02.2020 THURSDAY	16.00	522	MARKETING INNOVATION LAB	WRITTEN	EDU TUDOR

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