

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

**SCHEDULE OF WINTER SESSION
24.01.2022 –13.02.2022**

MAJOR: STRATEGIC MARKETING

DAY	HOUR	ROOM	DISCIPLINE	WRITTEN/ ORAL EXAM	PROFESSOR
25.01.2022	16.00	MICROSOFT TEAMS	INTEGRATED MARKETING COMMUNICATION	WRITTEN	POP MIHAI
28.01.2022	16.00	MICROSOFT TEAMS	MANAGING BRANDS AND CUSTOMER EQUITY	WRITTEN	PURCĂREA THEODOR
31.02.2022	16.00	MICROSOFT TEAMS	SEGMENTATION AND POSITIONING STRATEGIES	WRITTEN	EDU TUDOR
03.02.2022	18.00	MICROSOFT TEAMS	MARKET RESEARCH AND DATA ANALYSIS	WRITTEN	EDU TUDOR
08.02.2022	18.00	MICROSOFT TEAMS	CUSTOMER EXPERIENCE MANAGEMENT	WRITTEN	BARBU ADRIAN

NOTE: The entrance to exams is based on the master student ID with visa for **academic year 2021/2022** and on the identity card.

Can enter to exams students who:

- fully paid their annual fee for studies **2021/2022**;
- 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).

SCHOOL OF MANAGEMENT-MARKETING II-ND YEAR MASTER STUDIES					
SCHEDULE OF WINTER SESSION 24.01.2022 –13.02.2022					
MAJOR: STRATEGIC MARKETING					
DAY	HOUR	ROOM	DISCIPLINE	WRITTEN/ ORAL EXAM	PROFESSOR
25.01.2022	19.00	MICROSOFT TEAMS	GLOBAL MARKETING MANAGEMENT	WRITTEN	PREDA OANA
28.01.2022	16.00	MICROSOFT TEAMS	MARKETING INNOVATION LAB	WRITTEN	NICOLAU ANDREEA
03.02.2022	16.00	MICROSOFT TEAMS	GLOBAL STRATEGIC MANAGEMENT	WRITTEN	UNGUREANU-PETCU VICTOR
07.02.2022	16.00	MICROSOFT TEAMS	MARKETING PLANNING – DECISION MAKING	WRITTEN	NEMȚANU MIRELA
10.02.2022	16.00	MICROSOFT TEAMS	MEASURING MARKETING EFFECTIVENESS	WRITTEN	NEMȚANU MIRELA

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