

SCHOOL OF MANAGEMENT-MARKETING
I-ST YEAR MASTER STUDIES

SCHEDULE OF WINTER SESSION
23.01.2023 –12.02.2023

MAJOR: STRATEGIC MARKETING

DAY	HOUR	ROOM	DISCIPLINE	WRITTEN/ ORAL EXAM	PROFESSOR
23.01.2023	16,00	211	INTEGRATED MARKETING COMMUNICATION	WRITTEN	POP MIHAI
26.01.2023	18,00	524	SEGMENTATION AND POSITIONING STRATEGIES	WRITTEN	EDU TUDOR
30.01.2023	18,00	MBA (ground floor)	CUSTOMER EXPERIENCE MANAGEMENT	WRITTEN	BARBU ADRIAN
06.02.2023	16,00	VIRTUAL LIBRARY (ground floor)	MANAGING BRANDS AND CUSTOMER EQUITY	WRITTEN	PURCĂREA THEODOR
09.02.2023	18,00	524	MARKET RESEARCH AND DATA ANALYSIS	WRITTEN	PREDA OANA

NOTE: The entrance to exams is based on the master student ID with visa for **academic year 2022/2023** and on the identity card.

Can enter to exams students who:

- fully paid their annual fee for studies **2022/2023**;
- 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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II-ND YEAR MASTER STUDIES**

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23.01.2023 –12.02.2023**

MAJOR: STRATEGIC MARKETING

DAY	HOUR	ROOM	DISCIPLINE	WRITTEN/ ORAL EXAM	PROFESSOR
25.01.2023	17,00	AMF 2	GLOBAL MARKETING MANAGEMENT	WRITTEN	PREDA OANA
27.01.2023	16,00	210	MARKETING INNOVATION LAB	WRITTEN	MOCANU DAN
30.01.2023	16,00	MBA (ground floor)	MARKETING PLANNING – DECISION MAKING	WRITTEN	NEMȚANU MIRELA
03.02.2023	14,00	210	GLOBAL STRATEGIC MANAGEMENT	WRITTEN	UNGUREANU-PETCU VICTOR
06.02.2023	16,00	VIRTUAL LIBRARY (ground floor)	MANAGING BRANDS AND CUSTOMER EQUITY (credit exam)	WRITTEN	PURCĂREA THEODOR
08.02.2023	16,00	211	MEASURING MARKETING EFFECTIVENESS	WRITTEN	NEMȚANU MIRELA

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