

Organization Management and Marketing

Description of the MSc. program

Organization Management and Marketing MSc. aims at the development of human resources with competences in the field of Management and Marketing and with the ability of managing the activities of an organization efficiently.

The MSc. is created for students who want to become familiar with the variety of strategic decision-making, to develop skills regarding the management and marketing analysis tools so that they make decisions in the context of competitive economy.

Having projected a curriculum which is compatible with the European MSc. programs, it ensures general and specific competences in the field of Management and Marketing. The positions that the graduate students may hold are: Project Manager, Marketing Director, Human Relations Specialist, Marketing Specialist, Brand Manager, and Management Representative.

The admission to the Organization Management and Marketing MSc. relies on contest in the form of a written examination – essay/project created according to the specialized topics and on the Bachelor's examination grade, in the reversed order of the final average, according to the number of possible students.

The final admission grade takes into consideration the result in the written examination – the essay/project (60%) and the average grade from the Bachelor examination (40%). The essay/project will be created according to the specialized topics and the general structure that has been provided.