

SCHOOL OF MANAGEMENT-MARKETING 1-st YEAR MASTER STUDIES					
SCHEDULE OF WINTER SESSION 20.01.2025 –09.02.2025					
MAJOR: STRATEGIC MARKETING					
DAY	HOUR	ROOM	DISCIPLINE	WRITTEN/ ORAL EXAM	PROFESSOR
23.01.2025	16-18	524	MARKET RESEARCH AND DATA ANALYSIS	WRITTEN	EDU TUDOR
27.01.2025	16-18	313	MANAGING BRANDS AND CUSTOMER EQUITY	WRITTEN	PURCĂREA THEODOR
30.01.2025	16-18	317	INTEGRATED MARKETING COMMUNICATION	WRITTEN	POP MIHAI
03.02.2025	18-20	313	CUSTOMER EXPERIENCE MANAGEMENT	WRITTEN	BARBU ADRIAN
07.02.2025	18-20	417	SEGMENTATION AND POSITIONING STRATEGIES	WRITTEN	EDU TUDOR

NOTE: The entrance to exams is based on the master student ID with visa for *academic year 2024/2025* and on the identity card.

Can enter to exams students who:

- fully paid their annual fee for studies *2024/2025*;
- 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 20.01.2025 –09.02.2025					
MAJOR: STRATEGIC MARKETING					
DAY	HOUR	ROOM	DISCIPLINE	WRITTEN/ ORAL EXAM	PROFESSOR
20.01.2025	17-19	313	GLOBAL MARKETING MANAGEMENT	WRITTEN	PREDA OANA
22.01.2025	18-20	AMF2	MARKETING PLANNING – DECISION MAKING	WRITTEN	PERJU ALEXANDRA
30.01.2025	16-18	328	GLOBAL STRATEGIC MANAGEMENT	WRITTEN	UNGUREANU-PETCU VICTOR
03.02.2025	18-20	317	MEASURING MARKETING EFFECTIVENESS	WRITTEN	DUMITRESCU LUCIAN
07.02.2025	18-20	313	MARKETING INNOVATION LAB	WRITTEN	DUMITRESCU LUCIAN

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