



ADMITERE DOCTORAT

Sesiunea Septembrie 2022

Domeniul de doctorat: MARKETING

Conducător de doctorat: Prof. dr. Gheorghe Epuran, Prof dr. Stela Drăgulin.

TEME (TEMATICĂ) PENTRU CONCURS

TEMA 1: Marketing co-creațional în mediul online. Analiza creativității în domeniul muzical.

Conținut / Principalele aspecte abordate - *Utilizarea aplicațiilor online în domeniul muzical. Cercetarea proceselor de co-creație într-un gen muzical prin aplicațiile online și/sau prin social media mix.*

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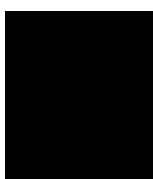
Note /Precondiții / Obs: *Nu este cazul*

Conducător de doctorat,

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Semnătură



Coordonatorul domeniului de doctorat,

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Semnătură

