

THE TOPICS FOR THE PHD ENTRANCE EXAM, MARKETING FIELD

SEPTEMBER 2018

Cap.1. Marketing

1.1. Product policy

- 1.1.1. The product concept in the marketing view
- 1.1.2. Attributes and decision fields in the product policy
- 1.1.3. Product line: length, extension and completion of product line, product range
- 1.1.4. Products life cycle. Renewal of the product life cycle.
- 1.1.5. New product concept: improving existing products, reasons for not accepting new products
- 1.1.6. Product portfolio: Boston Consulting Group 1 + 2 matrix, General Electric – McKinsey matrix: PIMS model, Michael Porter's model.
- 1.1.7. Product strategies

1.2. Pricing policy

- 1.2.1. Price in contemporary economy
- 1.2.2. Ways to approach prices.
- 1.2.3. Price and competition
- 1.2.4. Prices on different types of markets
- 1.2.5. Pricing strategies

1.3. Distribution policy

- 1.3.1. Content, role and functions of distribution
- 1.3.2. Distribution channels: size, channel categories
- 1.3.3. Organization of distribution channels: vertical marketing systems (VMS), horizontal marketing systems, hybrid marketing systems
- 1.3.4. Physical distribution (logistics of goods): content, role, structure (order processing, goods warehousing, transport)
- 1.3.5. Marketing mix of distribution

1.4. Promotion and communication policy

- 1.4.1. Content, objectives and types of promotional policy
- 1.4.2. Promotion mix: publicity (advertising and advertising campaign, free of charge publicity); sales promotion (price reduction, grouped sales, promotion at point of sale, promotion contests, merchandising, promotion gifts), use of brands with promotion role, public relations, promotional events, sponsorship, sales force and their role in the process of promoting and communicating with the market, direct marketing and personal promotion.
- 1.4.3. Promotional strategies

Cap.2. MARKETING RESEARCH

2.1. Qualitative marketing research

- 2.1.1. Content and scope of qualitative research

- 2.1.2. Methods of qualitative research
 - exploratory methods
 - qualitative methods based on individual techniques
 - qualitative methods based on group techniques
 - projective methods
 - observation method
- 2.1.3. Content analysis
- 2.2. Measurement in marketing research
 - 2.2.1. The concepts of the measurement process
 - 2.2.2. Scale types:
 - nominal scale
 - ordinal scale
 - interval scale
 - proportional scale
 - 2.2.3. Requirements regarding choosing the type of scale
- 2.3. The questionnaire
 - 2.3.1. Drafting the questionnaire
 - 2.3.2 Rules regarding asking questions in a questionnaire
 - 2.3.3. The order of questions placement in a questionnaire, the questionnaire type.
 - 2.3.4. The links between questions.
- 2.4. Sampling
 - 2.4.1. Stages of the sampling process
 - 2.4.2. Sampling methods
 - probabilistic methods
 - unprobabilistic methods
 - 2.4.3. Choosing the sampling method
 - 2.4.4 Errors of surveys
 - 2.4.5. Estimating the population's parameters
 - estimating the average
 - estimating the percentage
 - 2.4.6. Determining the sample size in case of an average estimation and in case of an percentage estimation.

REFERENCES

1. Brătucu G., Ispas A.: *Introduction in social marketing*, Infomarket Publishing House, Braşov, 1999
2. Brătucu G., Țierean O.: *Marketing*, Transilvania University Publishing House , Braşov, 2011.
3. Brătucu G., Enache I., Pralea A.: *Ssocial-political marketing*, Transilvania University Publishing House , Braşov, 2013.
4. Cătoi I., Bălan C., Popescu I., Orzan G., Vegheş C., Dăneşiu T., Vrânceanu D.: *Marketing research*, Uranus Publishing House, 2002
5. Constantin, C.P., Tecau, A.S.: *The questionnaire. Science or art?*, Transilvania University Publishing House Braşov, 2015.
6. Constantin, C., Tecău, A.: *Intoduction in marketing research*. University Publishing House, Bucharest, 2013
7. Duguleană L.: *Statistical methods used in industrial marketing*, HACO International Publishing House, 1999

8. Duguleană L.: *Statistics*, Infomarket Publishing House, Braşov, 2002
9. Duguleană L.: Petcu N. , *Qualitative methods in data analysis*, Infomarket Publishing House, 2005
10. Duguleană L.: *The bases of economic statistics*, CH Beck Publishing House, Bucharest, 2012
11. Duguleană L.: *Economic forecasting methods* , Transilvania University Publishing House, Braşov, 2011
12. Epuran Gh., *International marketing* , Plumb Publishing House , Bacău, 2002
13. Epuran Gh.: *Cybermarketing*, Plumb Publishing House, Bacău, 1999
14. Kotler Ph.: *Marketing Management*. Teora Publishing House, Bucureşti, 1998
15. Kotler Ph., Armstrong G., Saunders J., Wong V.: *Marketing Principles* Teora Publishing House, Buc. 1998
16. Lefter C. (coordonator), Brătucu G., Răuță C., Chițu I., Bălăşescu M., Tecău A.: *Marketing*. Vol.I + II. Transilvania University Publishing House, Braşov, 2006
17. Lefter Constantin, *Marketing research. Theory and applications*, Infomarket Publishing House, Braşov 2004
18. Lefter C.: Course support on the application e-learning at the address <http://econ.unitbv.ro/elearning> (Marketing research, Qualitative methods for markets' study, Marketing data analysis)
19. Malhotra, Naresh: *Marketing Research. An Applied Orientation*, International Edition. Pearson Education International, 2004
20. Zikmund William G.: *Exploring Marketing Research*, Fifth Edition. The Dryden Press, 1994.

Braşov,
04.07.2018

Dean,
Prof. univ. dr. Gabriel BRĂTUCU