



ADMISSION TO DOCTORAL STUDIES

Session September 2022

Field of doctoral studies: MARKETING

Doctoral supervisor: Prof. PhD. Gheorghe Epuran, Prof PhD. Stela Drăgulin.

TOPICS FOR THE ADMISSION TO DOCTORAL STUDIES

TOPIC 1. Co-creative marketing in the online environment. Evaluate creativity in the field of music.

Content / Main aspects to be considered - Using online applications in the music field. Researching the processes of co-creation in a musical genre through online applications and / or through social media mix.

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Prerequisites / Remarks: It's not necessary

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