

Field of doctoral studies: Marketing

Doctoral supervisor: Prof. dr. Cristinel Petrişor CONSTANTIN

TOPICS FOR THE ADMISSION TO DOCTORAL STUDIES

TOPIC 1: *Ways to improve the promotion policy on the industrial products market*

Contents / Main aspects to be considered

1. Peculiarities of promotion on business-to-business market
2. The promotional mix
3. Promotion through trade shows and exhibitions
4. Public relations
5. Marketing research on business-to-business market

Recommended bibliography:

1. Brătucu G., Ţierean O. *Marketing general*, Editura Universităţii Transilvania, Braşov, 2011.
2. Cătoi I., Bălan C., Popescu I., Orzan G., Vegheş C., Dăneţiu T., Vrânceanu D. *Cercetări de marketing*, Editura Uranus, 2002
3. Constantin, C.P., Tecau, A.S. *Chestionarul. Ştiinţă sau artă?* Editura Universităţii Transilvania, Braşov, 2015
4. Constantin, C., Tecău, A. *Introducere în cercetarea de marketing*. Editura Universitară, Bucureşti, 2013
5. Duguleană L. *Bazele statisticii economice*, Editura CH Beck, Bucureşti, 2012
6. Duguleană L. *Metode de previziune economică*, Editura Universităţii Transilvania, Braşov, 2011
7. Kotler Ph. *Managementul Marketingului*. Editura Teora, Bucureşti, 1998
8. Kotler Ph., Armstrong G., Saunders J., Wong V. *Principiile Marketingului*. Editura Teora, Buc. 1998
9. Lefter C. (coordonator), Brătucu G., Răuţă C., Chiţu I., Bălăşescu M., Tecău A. *Marketing. Vol.I + II*. Editura Universităţii Transilvania, Braşov, 2006
10. Lefter C. *Cercetarea de Marketing. Teorie şi aplicaţii*, Editura Infomarket, Braşov 2004
11. Malhotra, N. *Marketing Research. An Applied Orientation*, International Edition. Pearson Education International, 2004
12. Zikmund W. G. *Exploring Marketing Research*, Fifth Edition. The Dryden Press, 2014
Zikmund W. G. *Exploring Marketing Research*, Fifth Edition. The Dryden Press, 2014

Prerequisites / Remarks: *Not applicable*

Scientific Doctorate (full-time only)

Professional Doctorate – in the fields of Music and Science of sport and physical education (full-time or part-time)

without tuition fee (state budget funded)

with tuition fee or with funding from other sources than the state budget

TOPIC 2: *Opportunities to use Artificial Intelligence in marketing activity*

Contents / Main aspects to be considered

1. The marketing mix
2. Applications of Artificial Intelligence in the marketing mix
3. Digital marketing
4. Marketing research

Recommended bibliography:

1. Brătucu G., Țierean O. Marketing general, Editura Universității Transilvania, Brașov, 2011.
2. Cătoi I., Bălan C., Popescu I., Orzan G., Vegheș C., Dănețiu T., Vrânceanu D. Cercetări de marketing, Editura Uranus, 2002
3. Constantin, C.P., Tecau, A.S. Chestionarul. Știință sau artă?, Editura Universității Transilvania, Brașov, 2015
4. Constantin, C., Tecău, A. Introducere în cercetarea de marketing. Editura Universitară, București, 2013
5. Duguleană L. Bazele statisticii economice, Editura CH Beck, București, 2012
6. Duguleană L. Metode de previziune economică, Editura Universității Transilvania, Brașov, 2011
7. Kotler Ph. Managementul Marketingului. Editura Teora, București, 1998
8. Kotler Ph., Armstrong G., Saunders J., Wong V. Principiile Marketingului. Editura Teora, Buc. 1998
9. Lefter C. (coordonator), Brătucu G., Răuță C., Chițu I., Bălășescu M., Tecău A. Marketing. Vol.I + II. Editura Universității Transilvania, Brașov, 2006
10. Lefter C. Cercetarea de Marketing. Teorie și aplicații, Editura Infomarket, Brașov 2004
11. Malhotra, N. Marketing Research. An Applied Orientation, International Edition. Pearson Education International, 2004
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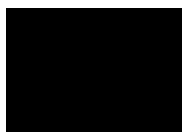
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Doctoral supervisor,

Prof. dr. Cristinel Petrișor CONSTANTIN

Signature



Coordinator of the field of doctoral studies,

Prof. dr. Gheorghe EPURAN

Signature

