

ADMISSION TO DOCTORAL STUDIES

Session September 2025

Field of doctoral studies: Marketing

Doctoral supervisor: Prof. dr. Cristinel Petrişor CONSTANTIN

TOPICS FOR THE ADMISSION TO DOCTORAL STUDIES

TOPIC 1: <i>Opportunities to use Artificial Intelligence in marketing activity</i>
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. <i>Marketing general</i>, Editura Universităţii Transilvania, Braşov, 2011. 2. Cătoi I., Bălan C., Popescu I., Orzan G., Vegheş C., Dăneţiu T., Vrânceanu D. <i>Cercetări de marketing</i>, Editura Uranus, 2002 3. Constantin, C.P., Tecau, A.S. <i>Chestionarul. Ştiinţă sau artă?</i>, Editura Universităţii Transilvania, Braşov, 2015. 4. Constantin, C., Tecău, A. <i>Introducere în cercetarea de marketing</i>. Editura Universitară, Bucureşti, 2013 5. Kotler Ph. <i>Managementul Marketingului</i>. Editura Teora, Bucureşti, 1998 6. Kotler Ph., Armstrong G., Saunders J., Wong V. <i>Principiile Marketingului</i>. Editura Teora, Buc. 1998 7. Lefter C. (coordonator), Brătucu G., Răuţă C., Chiţu I., Bălăşescu M., Tecău A. <i>Marketing. Vol.I + II</i>. Editura Universităţii Transilvania, Braşov, 2006 8. Lefter C. <i>Cercetarea de Marketing. Teorie şi aplicaţii</i>, Editura Infomarket, Braşov 2004 9. Malhotra, N. <i>Marketing Research. An Applied Orientation</i>, International Edition. Pearson Education International, 2004 10. Zikmund W. G. <i>Exploring Marketing Research</i>, Fifth Edition. The Dryden Press, 2014
Prerequisites / Remarks: <i>Not applicable</i>
✓ Scientific Doctorate (full-time only) ✓ Professional Doctorate (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: Innovative marketing strategies in sustainable tourism**Contents / Main aspects to be considered**

1. The marketing mix in tourism
2. Sustainable tourism
3. Exploratory research in marketing
4. Quantitative marketing research (Survey)

Recommended bibliography:

1. Brătucu G., Țierean O. *Marketing general*, Editura Universității Transilvania, Brașov, 2011.
2. Cătoiu 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. Kotler Ph. *Managementul Marketingului*. Editura Teora, București, 1998
6. Kotler Ph., Armstrong G., Saunders J., Wong V. *Principiile Marketingului*. Editura Teora, Buc. 1998
7. Lefter C. (coordonator), Brătucu G., Răuță C., Chițu I., Bălășescu M., Tecău A. *Marketing. Vol.I + II*. Editura Universității Transilvania, Brașov, 2006
8. Lefter C. *Cercetarea de Marketing. Teorie și aplicații*, Editura Infomarket, Brașov 2004
9. Malhotra, N. *Marketing Research. An Applied Orientation*, International Edition. Pearson Education International, 2004
10. Zikmund W. G. *Exploring Marketing Research*, Fifth Edition. The Dryden Press, 2014

Prerequisites / Remarks: Not applicable

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- ✓ **Professional Doctorate (full-time or part-time)**
- ✓ **without tuition fee (state budget funded)**
- ✓ **with tuition fee or with funding from other sources than the state budget**

Doctoral supervisor,

Prof. dr. Cristinel Petrișor CONSTANTIN

Signature

Coordinator of the field of doctoral studies,

Prof. dr. Gabriel BRĂTUCU

Signature