



**Field of study: MARKETING**

**Major: STRATEGIC MARKETING**

## **DISSERTATION TOPICS**

### **Profesor Valeriu Potecea, PhD.**

1. Negotiation of export - import transactions. Case Study
2. Communication and negotiation in business. Case Study
3. The role of culture in international business. Case Study
4. Analysis of the negotiation process conducted by the company ... with .... Case Study
5. Strategies, tactics and techniques used in negotiating international transactions. Case Study
6. Cultural diversity in the global economy and its influence on negotiations. Case Study
7. Etiquette and protocol in international negotiation. Case Study
8. Preparation and planning for negotiation: an essential step for success in business. Case Study
9. Business negotiation on coordinates of globalization and business internationalization
10. Negotiate price in international contracts. Case Study

### **Profesor Theodor Purcarea, PhD.**

1. Blending brand experience, employee experience, and customer experience.
2. Brand activism and making the world a better place. A case study of ...
3. Brand Equity, a continuous challenge. A case study of ...
4. Store brands as a differentiating strategy. A case study of ...
5. The emotional power of brands. A case study of ...
6. Branding, the key to consumer spending. A case study of ...
7. The supply chain model identified by the Supply Chain Roadmap. A case study of ...
8. The challenge of the supply chain agility. A case study of ...
9. The challenge of the supply chain collaboration. A case study of ...
10. The challenge of the supply chain segmentation. A case study of ...
11. Improving supply chain quality management. A case study of ...

### **Profesor Daniela Zirra, PhD**

1. Project management role in economic and social development.
2. The specifics of project management in the public sector.
3. Project Management Cycle in the context of a changing economic and social environment.
4. Project management as a tool for enhancing business performance.
5. The impact of an effective human resources management on the efficiency of elaborating and implementing projects.
6. Projects elaboration, implementation and evaluation - case study.
7. Risk analysis in projects - case study.
8. Project Management with applicability in rural areas - case study.
9. The audit, control and evaluation of projects - case study.
10. Specific elements of project management in public administration.



11. Project management in business (or in marketing, in constructions, transportations, etc.).
12. Initiating and feasibility of projects in contemporary economy.
13. Project planning. Milestones, tasks and risks specific to project management.
14. The resources of a project. Project planning and control - case study.
15. Sources of funding. Reimbursable funds versus repayable funds. Types of programs and eligibility - Comparative analysis.
16. Application Form - content and structure. How to use the Additions.
17. Monitoring and evaluation of European projects. Technical and financial reporting.
18. Getting funds for developing a project in a company - case study.
19. Project management in public private partnership - case study.
20. The institutional framework and specific elements of projects financed from public funds - comparative analysis.

#### **Associate professor Iliuta Costel Negricea, PhD.**

1. Managing the digital marketing transformation. A case study of...
2. The impact of digital media/technology/ digital transformation on the marketing mix/ strategy/activity of organization. A case study of...
3. Digital marketing strategy. A case study of...
4. Integrating digital media channels within the marketing communication strategy. A case study of...
5. Digital marketing campaign planning. A case study of...
6. Evaluation and improvement of digital channel performance for the organization/product/brand. A case study of...
7. The e-mail marketing/SE marketing/online PR/online partnerships strategy for organization. A case study of...

#### **Associate professor Tudor Edu, PhD.**

1. Marketing research- an integrated approach. A case study of ...
2. Using secondary data analysis in collecting data for decision making. A case study of ...
3. Using observation in collecting data for decision making. A case study of ...
4. Using qualitative research in collecting data for decision making. A case study of ...
5. Using quantitative research in collecting data for decision making. A case study of ...
6. Segmenting a business-to-consumer market. A case study of ....
7. Segmenting a business-to-business market. A case study of ....
8. Market Positioning a brand. A case study of ...
9. Market Positioning a company. A case study of ...
10. Market Positioning a country. A case study of ...
11. Market Positioning an individual. A case study of ...

#### **Associate professor Oana Preda, PhD.**

1. The global marketing strategy of the company...
2. Promoting a global brand. The case of...
3. Global product positioning. The case of...
4. Policy alternatives on global pricing. The case of...
5. Marketing channels alternatives of the company....



### **Mihai Pop**

1. Development and implementation of the media strategy. A case study of...
2. Integrated marketing communication program. A case study of...
3. The role of ad agencies and other marketing communication organizations. A case study of...
4. The importance of creativity in advertising. A case study of...
5. Consumer Oriented Sales Promotion. A case study of...
6. Development and implementation of the PR program. A case study of...
7. Evaluating the social, ethical and economic aspects of advertising and promotion. A case study of...

### **Cristina Tudorie**

1. The value of individual customer and relationship. A case study of...
2. Customer perception, market share and the competitive analysis. A case study of...
3. Product strategy metrics. A case study of...
4. Sales force organization, performance and compensation. A case study of...
5. Price sensitivity and optimization. A case study of...
6. Advertising metrics – coverage and effectiveness. A case study of...
7. Specialized metrics for Web-based, Mobile and Email campaigns. A case study of...

### **Adrian Barbu**

1. Value co-creation process- a core idea in Customer Experience Management. A case study of ...
2. Designing and assessing Customer Experience. A case study of ....
3. Creating experiences for customers. A case study of ...
4. Delivering a better experience. A case study of
5. Customer experience and customer service. A case study of ...