



MASTER STUDIES PROGRAM

STRATEGIC MARKETING

Research areas and scientific coordinators for Dissertation paper

- I. **COMPULSORY SUBJECTS:** Market Research and Data Analysis, Integrated Marketing Communication, Global Marketing Management, Managing Brands and Customer Equity, Customer Experience Management, Segmentation and Positioning Strategies, Digital Marketing Management, Supply Chain Strategy, Pricing and Sales Management Strategy, Measuring Marketing Effectiveness, Marketing Planning – Decision making, Marketing Innovation Lab, Strategic Marketing Simulation.

- II. **OPTIONAL SUBJECTS:** International Business Negotiation, Global Strategic Management, Project management.

- III. **COORDINATING PROFESSORS:**
Profesor Theodor Purcarea, Profesor Valeriu Potecea, Profesor Daniela Zirra, Associate professor Iliuta Costel Negricea, Associate professor Tudor Edu, Associate professor Oana Preda, Mihai Pop, Cristina Tudorie, Adrian Barbu, Victor Ungureanu.