



ADMISSION TO DOCTORAL STUDIES

Session September 2022

Field of doctoral studies: Marketing

Doctoral supervisor: Prof. dr. Cristinel Petrişor CONSTANTIN

TOPICS FOR THE ADMISSION TO DOCTORAL STUDIES

TOPIC 1: *Marketing policies and strategies in services*

Content / Main aspects to be considered

1. Marketing mix în services
2. Marketing exploratory research
3. Quantitative marketing research (Survey)

Recommended bibliography:

1. Brătucu G., Ispas A.: *Introduction in social marketing*, Infomarket Publishing House, Braşov, 1999
2. Brătucu G., Ţierean O.: *Marketing*, Transilvania University Publishing House , 2011.
3. Brătucu G., Enache I., Pralea A.: *Social-political marketing*, Transilvania University Publishing House , Braşov, 2013.
4. Cătoiş I., Bălan C., Popescu I., Orzan G., Vegheş C., Dăneţiu T., Vrânceanu D.: *Marketing research*, Uranus Publishing House, 2002
5. Constantin, C.P., Tecau, A.S.: *The questionnaire. Science or art?*, Transilvania University Publishing House Braşov, 2015.
6. Constantin, C., Tecău, A.: *Intoduction in marketing research*. University Publishing House, Bucharest, 2013
7. Duguleană L.: *Statistical methods used in industrial marketing*, HACO International Publishing House, 1999
8. Duguleană L.: *Statistics*, Infomarket Publishing House, Braşov, 2002
9. Duguleană L.: Petcu N. , *Qualitative methods in data analysis*, Infomarket Publishing House, 2005
10. Duguleană L.: *The bases of economic statistics*, CH Beck Publishing House, 2012
11. Duguleană L.: *Economic forecasting methods* , Transilvania University Publishing House, Braşov, 2011
12. Epuran Gh., *International marketing* , Plumb Publishing House , Bacău, 2002
13. Epuran Gh.: *Cybermarketing*, Plumb Publishing House, Bacău, 1999
14. Kotler Ph.: *Marketing Management*. Teora Publishing House, Bucureşti, 1998
15. Kotler Ph., Armstrong G., Saunders J., Wong V.: *Marketing Principles* Teora Publishing

House, Buc. 1998

16. Lefter C. (coordonator), Brătucu G., Răuță C., Chițu I., Bălășescu M., Tecău A.: *Marketing*. Vol.I + II. Transilvania University Publishing House, Brașov, 2006
17. Lefter C., *Marketing research. Theory and applications*, Infomarket Publishing House, Brașov 2004
18. Lefter C.: Course support on the application e-learning at the address <http://econ.unitbv.ro/elearning> (Marketing research, Qualitative methods for markets' study, Marketing data analysis)
19. Malhotra, N.: *Marketing Research. An Applied Orientation*, International Edition. Pearson Education International, 2004
20. Zikmund W. G.: *Exploring Marketing Research*, Fifth Edition. The Dryden Press, 2014

Prerequisites / Remarks: *to be adapted/ completed/ deleted*

TOPIC 2: *Marketing policies and strategies in industry*

Content / Main aspects to be considered

1. Marketing mix of goods manufacturers
2. Marketing exploratory research
3. Quantitative marketing research (Survey)

Recommended bibliography:

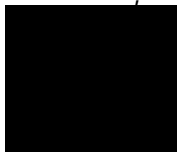
1. Brătucu G., Ispas A.: *Introduction in social marketing*, Infomarket Publishing House, Brașov, 1999
2. Brătucu G., Țierean O.: *Marketing*, Transilvania University Publishing House , 2011.
3. Brătucu G., Enache I., Pralea A.: *Social-political marketing*, Transilvania University Publishing House , Brașov, 2013.
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14. Kotler Ph.: Marketing Management. Teora Publishing House, București, 1998
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