



ADMISSION TO DOCTORAL STUDIES

Session September 2022

Field of doctoral studies: MARKETING

Doctoral supervisor: Nicoleta Andreea NEACŞU

TOPICS FOR THE ADMISSION TO DOCTORAL STUDIES

TOPIC 1: *Marketing policies and strategies used by small businesses*

Content / Main aspects to be considered

1. Marketing mix
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, Braşov, 2011
3. Brătucu G., Enache I., Pralea A.: *Social-political marketing*, Transilvania University Publishing House, Braşov, 2013
4. Cătoiu 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., Răuţă C., Chiţu I., Bălăşescu M., Tecău A.: *Marketing, Vol.I + II*, Transilvania University Publishing House, Braşov, 2006
17. Lefter C.: *Marketing research. Theory and applications*, Infomarket Publishing House, Braşov

2004

18. Malhotra Naresh K.: *Marketing Research. An Applied Orientation*, International Edition. Pearson Education International, 2004
19. Zikmund William G.: *Exploring Marketing Research*, Fifth Edition. The Dryden Press, 2014

Prerequisites / Remarks: *It's not necessary*

TOPIC 2: *Design and aesthetics strategies adopted on the eco-packaging market*

Content / Main aspects to be considered

1. Elements of design and aesthetics
2. Marketing exploratory research
3. Quantitative marketing research (Survey)

Recommended bibliography:

1. Arnheim R.: *Art and visual perception, a psychology of creative vision*, Polirom Publishing House, Iași, 2011
2. Baisya K.R., Das G.G.: *Aesthetics in Marketing*, SAGE Publications Inc., New Delhi, 2008
3. Brătucu G., Ispas A.: *Introduction in social marketing*, Infomarket Publishing House, Brașov, 1999
4. Brătucu G., Țierean O.: *Marketing*, Transilvania University Publishing House, Brașov, 2011
5. Brătucu G., Enache I., Pralea A.: *Social-political marketing*, Transilvania University Publishing House, Brașov, 2013
6. Cătoi I., Bălan C., Popescu I., Orzan G., Vegheș C., Dănețiu T., Vrânceanu D.: *Marketing research*, Uranus Publishing House, 2002
7. Constantin, C.P., Tecau, A.S.: *The questionnaire. Science or art?*, Transilvania University Publishing House Brașov, 2015
8. Constantin, C., Tecău, A.: *Intoduction in marketing research*, University Publishing House, Bucharest, 2013
9. Dabbs P.: *Product Design Styling*, Laurence King Publishing, London, 2021
10. Dent A.H., Sherr L.: *Packaging design*, Thames&Hudson, London, 2015
11. Duguleană L.: *Statistical methods used in industrial marketing*, HACO International Publishing House, 1999
12. Duguleană L.: *Statistics*, Infomarket Publishing House, Brașov, 2002
13. Duguleană L., Petcu N.: *Qualitative methods in data analysis*, Infomarket Publishing House, 2005
14. Duguleană L.: *The bases of economic statistics*, CH Beck Publishing House, 2012
15. Duguleană L.: *Economic forecasting methods*, Transilvania University Publishing House, Brașov, 2011
16. Epuran Gh.: *International marketing*, Plumb Publishing House, Bacău, 2002
17. Epuran Gh.: *Cybermarketing*, Plumb Publishing House, Bacău, 1999
18. Kotler Ph.: *Marketing Management*, Teora Publishing House, București, 1998
19. Kotler Ph., Armstrong G., Saunders J., Wong V.: *Marketing Principles*, Teora Publishing House, Buc. 1998
20. Lefter C. (coordonator), Brătucu G., Răuță C., Chițu I., Bălășescu M., Tecău A.: *Marketing, Vol.I + II*, Transilvania University Publishing House, Brașov, 2006
21. Lefter C.: *Marketing research. Theory and applications*, Infomarket Publishing House, Brașov 2004

22. Malhotra Naresh K.: *Marketing Research. An Applied Orientation*, International Edition. Pearson Education International, 2004
23. Neacșu N.A.: *Packaging design and aesthetics - marketing element*, Transilvania University Publishing House, Brașov, 2012
24. Pamfilie R., Procopie R.: *Design and aesthetics in business*, ASE Publishing House, București, 2013
25. Pentawards and Wiedemann J. (editor): *The Package Design Book*, Bibliotheca Universalis, Taschen GmbH, Koln, 2019
26. Schmitt B., Simonson A.: *Aesthetics in marketing*, Editura Teora, București, 2002
27. Wheeler A.: *Designing Brand Identity: An Essential Guide for the Whole Branding Team*, John Wiley & Sons, Inc., Hoboken, New Jersey, 2009
28. Zikmund William G.: *Exploring Marketing Research*, Fifth Edition. The Dryden Press, 2014

Prerequisites / Remarks: *It's not necessary*

Doctoral supervisor,

Prof. Dr. Nicoleta Andreea Neacșu

Signature



Coordinator of the field of doctoral studies,

Prof. Dr. Gheorghe Epuran

Signature

