

Marketing

1. Admission Requirements:

- **Prerequisites:**

- Successful completion of 180 ECTS (European Credit Transfer and Accumulation System) credits, spanning undergraduate degree programs, or equivalent.
- Proficiency in the Romanian language demonstrated by either a valid certificate or completion of a Romanian Preparatory year, which can be undertaken at our university or another accredited institution prior to submitting the application.
- Foreigners must obtain from the Ministry of Education the recognition of their undergraduate studies before enrolling in the admission process.

- **Entrance Exams:**

- The admission average of registered candidates is made up of:
- Average of the license or equivalent exam - weight 80%
 - The grade obtained at the professional interview - weight 20%

2. Degree Levels:

- Master's Degree: 2-year program following a bachelor's degree.

3. Curriculum:

- **Core Courses:**

Mandatory courses that all students in the program must take:

- International marketing and the globalization of business
- Management of Projects
- The profile of the consumer in the digital age
- Quantitative methods used in marketing activity
- Correspondence in foreign language
- Administration of the sales team
- Digital marketing techniques
- Strategical Marketing
- Integrated communication in business
- Ethics and academic integrity
- Ecomarketing
- Intercultural marketing
- Methodology of economic scientific research
- Cybermarketing
- Marketing projects
- Analysis of marketing information
- Practice skills
- Drawing of dissertation paper

- **Electives:**

- Marketing of tourist services
- Competitiveness in the world economy
- Supply Chain Management
- Change and risk management

	<ul style="list-style-type: none"> • Social responsibility of the organization
	<ul style="list-style-type: none"> • Major/Concentration:
	<ul style="list-style-type: none"> • Marketing studies, Management, Quantitative methods used in marketing activity.
	<ul style="list-style-type: none"> • General Education Requirements:
	<ul style="list-style-type: none"> • Successfully fulfilling mandatory and optional courses and seminars, actively participating in research within student circles, and contributing to scientific conferences.
4.	Credits: <ul style="list-style-type: none"> • Each semester carries a weight of 30 ECTS, with a total of 120 ECTS required for graduation.
5.	Internships and Practical Experience: <ul style="list-style-type: none"> • Opportunities for internships or practical experience in the field of study within economic entities.
6.	Research Requirements: <ul style="list-style-type: none"> • Compilation of the Master's Dissertation Thesis.
7.	Academic Advising: <ul style="list-style-type: none"> • The study program is overseen by a tutor, and the preparation of the Master's Dissertation Thesis is conducted under the guidance of a scientific coordinator.
8.	Extracurricular Activities: <ul style="list-style-type: none"> • Students may have the option to participate in clubs, organizations, or extracurricular activities related to their field of study or personal interests.
9.	Examinations: <ul style="list-style-type: none"> • Didactic activities will span 14 weeks during each semester and conclude with oral, written, or practical examinations. Successful completion of these exams is mandatory to earn study credits.
10.	Dissertation Defense: <p>The prerequisites for defending a dissertation before a committee include:</p> <ul style="list-style-type: none"> • Attainment of 120 ECTS credits throughout the program.
11.	Graduation Requirements: <ul style="list-style-type: none"> • Graduation necessitates the fulfillment of all program requirements, encompassing the completion of the required credit hours and the successful defense of the dissertation.
12.	Degree Awarding: <ul style="list-style-type: none"> • Marketing - Master's degree.