

1-ST YEAR STUDIES					
SCHEDULE OF RESIT SESSION 07.07.2025 - 27.07.2025					
MAJOR: STRATEGIC MARKETING					
DAY	HOUR	ROOM	DISCIPLINE	WRITTEN/ ORAL EXAM	PROFESSOR
08.07.2025	16,00	313	MANAGING BRANDS AND CUSTOMER EQUITY (Resit exam from I-st year, I-st semester)	WRITTEN	PURCĂREA THEODOR
15.07.2025	16,00	312	INTEGRATED MARKETING COMMUNICATION (Resit exam from I-st year, I-st semester)	WRITTEN	POP MIHAI
16.07.2025	14,00	312	CUSTOMER EXPERIENCE MANAGEMENT (Resit exam from I-st year, I-st semester)	WRITTEN	BARBU ADRIAN
16.07.2025	16,00	312	SEGMENTATION AND POSITIONING STRATEGIES (Resit exam from I-st year, I-st semester)	WRITTEN	EDU TUDOR
16.07.2025	16,00	312	MARKET RESEARCH AND DATA ANALYSIS (Resit exam from I-st year, I-st semester)	WRITTEN	EDU TUDOR

NOTE: The entrance to exams is based on the master student ID with visa for academic year **2024/2025** and on the identity card.

Can enter to exams students who:

- fully paid their annual fee for studies **2024/2025**;
- have in their personal file the Bachelor Diploma in original (or certified copy of Bachelor Diploma and a student certificate from the study program followed simultaneously).