



**TEMATICA pentru examenul de
ADMITERE la DOCTORAT domeniul MARKETING
sesiunea 2026**

Principles of Marketing

1. Defining Marketing and Marketing Process

- 1.2. What is Marketing?
- 1.3. Understanding the Marketplace and Customer Needs
- 1.4. Design a Customer Value-Driven Marketing

2. Managing Marketing Information to Gain Customer Insights

- 2.1. Marketing Information and Customer Insights
- 2.2. Assessing Information Needs and Developing Data
- 2.3. Marketing Research
- 2.4. Analyzing and Using Marketing Information
- 2.5. Other Marketing Information Considerations

3. Consumer Markets and Buyer Behavior

- 3.1. Model of Consumer Behavior
- 3.2. Characteristics Affecting Consumer Behavior
- 3.3. Buying Decision Behavior and the Buyer Decision Process
- 3.4. The Buyer Decision Process for New Products

4. Retailing and Wholesaling

- 4.1. Retailing
- 4.2. Omni-Channel Retailing
- 4.3. Retailer Marketing Decision
- 4.4. Retailing Trends and Developments

**5. Engaging Consumers and Communicating Customer Values:
Integrated Marketing Communications Strategy**

- 5.1. The Promotion Mix
- 5.2. Integrated Marketing Communications
- 5.3. Developing Effective Marketing Communications

6. Direct, Online, Social Media, and Mobile Marketing

- 6.1. Direct and Digital Marketing
- 6.2. Forms of Direct and Digital Marketing
- 6.3. Marketing in the Digital Age
- 6.4. Social media and Mobile Marketing
- 6.5. Traditional Direct Marketing Forms

7. Sustainable Marketing: Social Responsibility and Ethics

- 7.1. Sustainable Marketing
- 7.2. Social Criticism of Marketing
- 7.3. Consumer Actions to Promote Sustainable Marketing
- 7.4. Business Actions toward Sustainable Marketing
- 7.5. Marketing Ethics and Sustainable Company

Bibliography

1. Kotler, P., Armstrong, G., & Opresnik, M. O. (2021). *Principles of Marketing*, 18th edition, global edition, Pearson, London.
<https://www.bcuculuj.ro/public-view/view.php?htsbt=fgdf6fgsdGNFJE|Business/Administrarea afacerilor/Licenta/Kotler Philip-Principles of Marketing-2021.pdf>
2. Malhotra, N. K. (2020), *Marketing research: an applied orientation*, 7th edition, global edition, Pearson, London.
https://www.bcuculuj.ro/public-view/view.php?htsbt=fgdf6fgsdGNFJE|Business/Administrarea afacerilor/Licenta/Malhotra_K_Naresh-Marketing_Research-2020.pdf
3. Solomon, M. R. (2020). *Consumer behavior: Buying, having, and being*. 13th edition, global edition, Pearson, London.
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Semnătură

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