

# ACADEMIA DE STUDII ECONOMICE din BUCUREȘTI



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## Topics and references for the assessment of the fundamental and specialized knowledge within the Graduation Exam – July 2022

### Topics

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1.	Marketing in a changing world: satisfying human needs	What is marketing?	[1]	4-11
		Marketing management philosophies	[1]	13-18
2.	The marketing environment	The company's microenvironment	[1]	118-123
		The company's macroenvironment	[1]	124-145
3.	Market segmentation and targeting: satisfying human needs	Market segmentation	[1]	316-339
		Market targeting	[1]	340-346
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		Defining customer value and satisfaction	[1]	392-397
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		Customer value	[1]	403-405
		Relationship marketing	[1]	406-410
5.	Creating competitive advantage	Competitor analysis	[1]	419-426
		Competitive strategies	[1]	427-445
6.	General concepts of marketing research	Introduction to marketing research	[2]	4-17
		The marketing research process	[2]	22-35
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7.	Marketing research methodology	Defining the problem and determining research objectives	[2]	84-102
		Research design	[2]	114-135
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		Standardized information sources	[2]	176-194
9.	Data generation techniques in	Using secondary data and online information databases	[2]	144-170

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	marketing research	Observation, focus groups and other qualitative methods	[2]	200-226
		Survey data – collection methods	[2]	232-261
		Designing the questionnaire	[2]	298-321
		Determining how to select the sample	[2]	328-357
		Determining the size of a sample	[2]	362-385
10.	Marketing data analysis	Basic data analysis: descriptive statistics	[2]	420-446
		Generalizing a sample's findings to its population and testing hypotheses about percents and means	[2]	452-477
		Testing for differences between two groups or among more than two groups	[2]	484-512
		Determining and interpreting associations among variables	[2]	520-551
11.	Strategic marketing planning	Marketing within strategic planning	[1]	91-92
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		Individual product decisions	[1]	466-485
		Product line decisions	[1]	486-487
		Product mix decisions	[1]	488
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		Price-adjustment strategies	[1]	602-609
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		Steps in developing effective	[1]	633-643

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	communication		
	Setting the total promotion budget and mix	[1]	644-651

### References

No.	Sources	
[1]	Kotler, Ph., Armstrong, G., Saunders, J., Wong, V.	<i>Principles of Marketing</i> , Third European edition, Prentice Hall, Pearson Education Limited, Harlow, Essex, 2002
[2]	Burns, A.C. & Bush, R.F.	2006, <i>Marketing Research</i> , 5 <sup>th</sup> Edition, Upper Saddle River, New Jersey: Pearson

Topics and references for the assessment of the fundamental and specialized knowledge within the graduation exam – July 2022 – include the chapter(s) and subchapters of the graduation thesis in which is presented the state-of-the-art in the field (synthesis of the scientific literature), respectively the references of the graduation thesis.

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