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Topics and references for the assessment of the fundamental and specialized knowledge within the Graduation Exam – July 2024

Topics

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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 th Edition, Upper Saddle River, New Jersey: Pearson

Topics and references for the assessment of the fundamental and specialized knowledge within the graduation exam – July 2023 – 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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