

# 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 2021

No.		Topics	References	Pages
1.	Marketing in a changing world: satisfying human needs	What is marketing?	[1]	pp. 4-11
		Marketing management philosophies	[1]	pp. 13-18
2.	The marketing environment	The company's microenvironment	[1]	pp. 118-123
		The company's macroenvironment	[1]	pp. 124-145
3.	Market segmentation and targeting: satisfying human needs	Market segmentation	[1]	pp. 316-339
		Market targeting	[1]	pp. 340-346
4.	Building consumer relationships: customer satisfaction, quality, value and service	Satisfying customer needs	[1]	p. 391
		Defining customer value and satisfaction	[1]	pp. 392-397
		Delivering customer value and satisfaction	[1]	pp. 398-402
		Customer value	[1]	pp. 403-405
		Relationship marketing	[1]	pp. 406-410
5.	Creating competitive advantage	Competitor analysis	[1]	pp. 419-426
		Competitive strategies	[1]	pp. 427-445
6.	General concepts of marketing research	Introduction to marketing research	[2]	pp. 4-17
		The marketing research process	[2]	pp. 22-35
		The marketing research industry	[2]	pp. 40-61
7.	Marketing research methodology	Defining the problem and determining research objectives	[2]	pp. 84-102
		Research design	[2]	pp. 114-135
8.	Marketing metrics	Measurement in marketing research	[2]	pp. 268-286
		Standardized information sources	[2]	pp. 176-194
9.	Data generation techniques in	Using secondary data and online information databases	[2]	pp. 144-170

<b>No.</b>		<b>Topics</b>	<b>References</b>	<b>Pages</b>
	marketing research	Observation, focus groups and other qualitative methods	[2]	pp. 200-226
		Survey data – collection methods	[2]	pp. 232-261
		Designing the questionnaire	[2]	pp. 298-321
		Determining how to select the sample	[2]	pp. 328-357
		Determining the size of a sample	[2]	pp. 362-385
10.	Marketing data analysis	Basic data analysis: descriptive statistics	[2]	pp. 420-446
		Generalizing a sample's findings to its population and testing hypotheses about percents and means	[2]	pp. 452-477
		Testing for differences between two groups or among more than two groups	[2]	pp. 484-512
		Determining and interpreting associations among variables	[2]	pp. 520-551
11.	Strategic marketing planning	Marketing within strategic planning	[1]	pp. 91-92
		The marketing process	[1]	pp. 93-98
		The marketing plan	[1]	pp. 99-102
		Marketing organization	[1]	p. 103
12.	Product	Product classifications	[1]	pp. 461-465
		Individual product decisions	[1]	pp. 466-485
		Product line decisions	[1]	pp. 486-487
		Product mix decisions	[1]	p. 488
		New-product development process	[1]	pp. 501-517
		Product life-cycle strategies	[1]	pp. 518-524
13.	Price	Factors to consider when setting prices	[1]	pp. 568-582
		General pricing approaches	[1]	pp. 583-591
		Product-mix pricing strategies	[1]	pp. 600-602
		Price-adjustment strategies	[1]	pp. 602-609
14.	Managing marketing channels	The nature of distribution channels	[1]	pp. 740-742
		Channel behavior and organization	[1]	pp. 743-750
		Channel design decisions	[1]	pp. 751-760
		Channel management decisions	[1]	pp. 760-761
		Physical distribution and logistics management	[1]	pp. 761-766
15.	Promotion	Integrated marketing communications	[1]	pp. 627-630
		A view of the communication process	[1]	pp. 631-632
		Steps in developing effective	[1]	pp. 633-643

No.	Topics	References	Pages
	communication		
	Setting the total promotion budget and mix	[1]	pp. 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 2021 – 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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