



MINISTERUL EDUCAȚIEI
UNIVERSITATEA "VALAHIA" DIN TÂRGOVIȘTE
FACULTATEA DE ȘTIINȚE ECONOMICE
DEPARTAMENTUL MANAGEMENT MARKETING
Aleea Sinaia, nr. 13, 130004, Târgoviște, România
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LICENSE TOPIC

Basic and specialized knowledge

- July 2024 session -

Specialization BUSINESS ADMINISTRATION

1. Human resources management- HRM-definitions, importance, objectives, policies, activities, importance of HR, department of HR,
2. Recruitment- definitions, importance, objectives, recruitment advertising- rules to develop an add, recruitment source- internal and external
3. Selection process-methods of selection, interview-team, structure, new methods of selection
4. Development and training- role, objectives, training methods- on- the- job, off-the-job
5. Motivation- definitions, typology, strategies used in motivation
6. e-HRM- the role of internet in HRM, e-recruitment, e-selection.
7. CRM-definitions, forms, models, distinction between traditional marketing and relationship marketing
8. Relationship-benefits for companies and for customers, typology of relationship
9. Customers- definitions, typology of customers
10. Customer segmentation and data base- criteria used in customer segmentation, the role of data base in customer relationship
11. Touchpoint- importance and benefits
12. e-CRM- communication with customers-website, social networks, mobile apps, e-mail used in online relationships
13. Marketing concept. Definition of the marketing concept. The evolution of marketing concept. The marketing functions
14. The marketing environment of the company. Macro environment. Micro environment. Internal environment
15. The market of the company / organization. Market segmentation (choosing segmentation criteria). The distinction between the effective (or real) market and the potential market. The influencers within the market. What is the market niche?
16. Consumer behavior. The Buying Process Stages. The main factors influencing. Consumer Behavior: external factors of influence, internal factors
17. Product policy. Product dimensions (Total Product Concept, Augmented Product). Branding: Definition and significance of branding, Types of brands. Product life



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- cycle (Marketing objectives and strategies over the product life cycle). Levels of packing. Functions of packaging
18. Pricing policy. The price concept and functions. The types of pricing objectives. Types of Pricing Methods (calculating the price)
 19. The distribution policy. The distribution channel concept, functions, types. Types of intermediaries. Factors determining the choice of distribution channels
 20. Distribution – concept, role and functions
 21. The Logistics of merchandise – concept, role
 22. The Distribution strategies.
 23. Merchandising. What is merchandising? Merchandising types (and examples)
 24. The importance of reverse logistics
 25. Use of secondary sources in market research: types of secondary sources, advantages and disadvantages
 26. Use of qualitative studies in market research: types of qualitative studies; advantages of qualitative studies.
 27. Use of observation in market research: definition, applicability, typology, advantages
 28. Questions used in the questionnaires: typology, advantages, disadvantages
 29. Use of scales in the questionnaire: advantages, typology
 30. Communication policy: what are the objectives that can be pursued through a communication policy?
 31. Communication policy: what are the factors and methods according to which the communication budget is established?
 32. Sales promotion: definition, characteristics and techniques
 33. Participation in fairs: advantages and costs involved
 34. Advertising: specify the media used in advertising and their advantages
 35. Public relations: definition, objectives, target audience, techniques
 36. Modern management systems: Management by objectives; Budget management; Project management; Product management; Exception management; Participatory management; System management
 37. Management methods and techniques: diagnosis, dashboard, meeting, delegation, decentralization

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