

**CONTEST TOPICS**  
**Associate Professor – position no, 9**

**Marketing, International marketing, Informational systems and informatic application  
in business administration, Public relations**

**I. MARKETING**

1. Marketing functions
2. Company's external environment
3. Consumer behaviour
4. Content of the marketing mix
5. Product policy
6. Price policy
7. Distribution policy
8. Promotion policy

**Bibliography**

1. Balaure V., *Foundations of marketing* (in original in Romanian), Uranus Publishing House, Bucharest, 2003;
2. Fekete I, *Foundations of marketing* (in original in Romanian), Eftimie Murgu Publishing House, Resita, 2001;
3. Kotler P, *Management of marketing* (translation into Romanian), Teora Publishing House, Bucharest, 2006;
4. Pânzaru F, *Manual of marketing. Classic principles and current efficient practices* (in original in Romanian), C.H.Beck Publishing House, Bucharest, 2009.

**II. INTERNATIONAL MARKETING**

1. International marketing in postmodernism
2. Context of international markets
3. International market and international marketing
4. Research and sources of international market research
5. Analysis and the information and decision system in international marketing
6. Considerations on the environment in which the international marketing activity takes place
7. Marketing mix on the international market
8. Program and control of international marketing activity

**Bibliography**

1. Danciu V, *International marketing* (in original in Romanian), Economic Publishing House, Bucharest, 2005;

2. Danciu V, *International marketing. Challenges and trends at the beginning of the Third Millennium* (in original in Romanian), Economic Publishing House, Bucharest, 2009;
3. Man M. L., *International marketing* (in original in Romanian), UEM Publishing House, Reșița, 1999;
4. Micu A., Micu A-E, *International marketing* (in original in Romanian), Tipart Publishing House, Bucharest, 2001.

### III. INFORMATIONAL SYSTEMS AND INFORMATIC APPLICATION IN BUSINESS ADMINISTRATION

1. Marketing in postmodern era
2. Concept of information
3. Components of the information system
4. Functions of the marketing information system
5. Web
6. Email
7. Electronic commerce
8. Creating web pages in HTML

#### Bibliography

1. Grama, A. et al., *Informational technologies in business world* (in original in Romanian), Sedcom Libris Publishing House, Iași, 2009;
2. Gugoiu T., *HTML by examples* (in original in Romanian), Teora Publishing House, Bucharest, 2001;
3. Orzan G, *Marketing informatic systems* (in original in Romanian), Uranus Publishing House, Bucharest, 2001;
4. Popovici G., *Informatics and informatic systems* (in original in Romanian), Mirton Publishing House, Timisoara, 2001.

### IV. PUBLIC RELATIONS

1. Concept of public relations
2. Stages of public relations emergence
3. Internal public relations
4. External public relations
5. Functions of public relations on the company level
6. Objectives of public relations
7. Techniques specific to public relations work
8. Public Relations Program

Bibliography

1. Coman C., *Public relations and mass media* (in original in Romanian), Polirom Publishing House, Iași, 2004;
2. Rus C., *Introduction to the theory of communication and public relations* (in original in Romanian), Publishing House of the European Institute, 2002;
3. Stoica M. M., *Introduction to public relations* (in original in Romanian), Bucharest: Pro Universitaria Publishing House, 2010;
4. Șerbănică D., Brătfălean N., *Public relations* (in original in Romanian), Gruber Publishing House, Bucharest, 2003;
5. Șerbănică D., *Public relations* (in original in Romanian), ASE Publishing House, 2003.