



### **Tematica și bibliografia probelor de concurs pentru posturile propuse a se scoate la concurs în semestrul II anul universitar 2054-2026**

#### **Postul nr. 85 ASISTENT.**

Discipline: Marketing (engleză), Cybermarketing (engleză).

#### **Tematica**

##### **Marketing (engleză)**

1. Market organization: concepts, features, dimensions, target market.
2. Marketing strategies and marketing mix.
3. Marketing environment
4. Promotional policy.
5. Distribution policy.
6. Pricing
7. Product policy

##### **Cybermarketing (engleză)**

1. Introduction to cybermarketing.
2. Marketing mix in the online environment. Cybermarketing sepecific mix elements. Interactivity and dialogue with consumers. Individualization and the use of databases in cybermarketing.
3. Product strategy in the online environment. Brand strategy in the online environment. Development of new products in the Information Society. Kare test and brands migration in the online environment.
4. Pricing strategies in the online environment. Pricing strategy changes induced by Information Society specific paradigms. Dynamic prices and developing models of pricing online
5. Distribution strategies in the online environment. Infomediaries integration in the distribution channels. Deleveraging and re-intermediation in the online environment
6. Promotion strategies in the online environment. Paradigm changes for online promotion. Using traditional instruments within online promotion: website, newsletter, banner. Payment models for online advertising.

#### **Bibliografia**

	<b>Marketing (engleză)</b>
1.	Kotler, Ph., Armstrong G., Principles of Marketing, 18th Global edition, McGraw Hill PH, New York, 2020
2.	Kotler Ph. Hermawan Kartajaya, Iwan Setiawan, Marketing 6.0, McGraw Hill PH, international, 2023
	<b>Cybermarketing (engleză)</b>
3.	Strauss J. și Frost R., e-Marketing, Pearson Prentice Hall, New Jersey, 2008, Statele Unite ale Americii
4.	Zarrella, D., The Social Media Marketing Book, O'Reilly Media, Londra, 2009, Marea Britanie
5.	Chaffey, D. și Ellis-Chadwick, F. , Digital Marketing (8th Edition, Pearson, New York, 2022, Statele Unite ale Americii
6.	Orzan, G. și Orzan, M., Cybermarketing, Uranus, București, 2007, România