



MINISTERUL EDUCAȚIEI  
UNIVERSITATEA "VALAHIA" DIN TÂRGOVIȘTE  
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**Facultatea de Științe și Inginerie (Alexandria)**

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<b>University</b>	Valahia University of Targoviste
<b>Faculty</b>	Science and Engineering
<b>Department</b>	Science and Engineering
<b>The position in the state of functions</b>	Position 6
<b>Academic Title</b>	Associate professor
<b>The subjects from the education plan</b>	Marketing of services Marketing research Marketing Marketing
<b>Scientific field</b>	Business administration
<b>Job description</b>	Associate professor, position 6, disciplines: - Marketing of services, FSI-LTA III, 2 hours course/week, Semester II , 1 hour seminar/week, Semester II; - Marketing research, FSI-LTA III, 2 hours course/week, Semester I, 2 hours seminar/week, Semester I; - Marketing, FSI-LGA IV, 2 hours course/week, Semester II, 1 hour seminar/week, Semester II; -Marketing, FSI-LTA II, 2 hours course/week, Semester I, 2 hours seminar/week, Semester I.
<b>Related duties/activities</b>	- teaching and seminar activities, according to the position in the job description; - research activities; - doctoral committee activities; - coordination of Degree Projects and Dissertation Works; - participation in the License and Dissertation Committees; - participation in Admission Committees; - tutoring and consultation activities; - guidance of student scientific circles; - participation in councils and commissions in the interest of education; - participation in other didactic, practical and scientific research activities, included in the educational plans; - participation in other activities requested by hierarchical superiors.
<b>The minimum employment wage</b>	7.050 lei for the position of associate professor
<b>Competition calendar</b>	April 10, 2025 – August 18, 2025 April 10, 2025 – May 30, 2025 Establishment of the competition committees and appeal committees, validation in the Board of Directors

	<p>and Senate within max. 48 hours from its issuance, but with min. 5 working days before the first test Informing the candidate by the Legal Office regarding the fulfillment of the legal conditions for presenting at the competition August 25, 2025 Displaying the list of candidates with admitted files</p> <p>August 25, 2025 Publishing on the website the announcement regarding the day, time and place of the competition tests, the CV, the verification sheet of the fulfillment of the minimum standards and the list of works, for each candidate</p> <p>August 25, 2025 Sending the candidates' files, with the approval of the Legal Office, to the members of the competition committees</p> <p>September 2 – 8, 2025 Conducting the competition tests Report of the president of the competition committee</p> <p>September 9, 2025 Publishing on the website the result of the competition</p> <p>September 10 – 12, 2025 Submission of appeals</p> <p>September 15, 2025 Resolution of appeals</p> <p>September 16, 2025 Approval of the report on the competition by the faculty council</p> <p>17 – September 19, 2025 Validation of the competition results by the Board of Directors</p> <p>Approval of the competition report by the UVT Senate</p> <p>October 1, 2025 Appointment to the position by the decision of the rector</p>
<b>Date of publication of the announcement in the Official Gazette</b>	The Romanian Official Monitor no.93 Part III/10.04.2025
<b>Tematica probelor de concurs</b>	<p><b>TOPICS</b></p> <p><i>Marketing of services</i></p> <ol style="list-style-type: none"> <li>1. Services Marketing. Service Content, Service Characteristics</li> <li>2. Service Features. Differences. Service Quality.</li> <li>3. Service Market Supply and Demand Characteristics. Evaluation. Strategies. Market Segmentation.</li> <li>4. Consumer Behavior. Stages of the Buying Process. Consumer Behavior</li> <li>5. Marketing Policy in Services. Ethics and Social Responsibility in Services.</li> <li>6. Marketing Strategies in Services. Stages. Alternatives.</li> <li>7. Product Policy - Continued. Product Life Cycle. Components of Product Policy. Product Strategies.</li> <li>8. Pricing Policy. Price Concept. Pricing Policy.</li> <li>9. Pricing Policy - Continued. Pricing. Pricing Strategies. Tactical Pricing Decisions.</li> <li>10. Distribution Policy. Content and Role of Distribution. Distribution Functions. Distribution Channels. Distribution Systems. Distribution Forms. Distribution Strategies. Goods Logistics.</li> <li>11. Promotion policy. Communication concept. Marketing communication means - advertising, sales promotion, public relations, sales force. Means of transmitting advertising messages catre piata tinta. Elaborarea strategiei de comunicare.</li> <li>12. Personnel policy. Internal marketing.</li> </ol>

	<p style="text-align: center;"><i>Marketing research</i></p> <ol style="list-style-type: none"> <li>1. Content and scope of marketing research</li> <li>2. Typology of marketing research</li> <li>3. Marketing research program</li> <li>4. The role of information sources in market research</li> <li>5. Measuring and scaling information in marketing research</li> <li>6. Methods of obtaining information in marketing research</li> <li>7. Developing a survey questionnaire</li> <li>8. Analysis of information in marketing research</li> <li>9. Forecasting in marketing research</li> <li>10. Market research</li> <li>11. Studying consumer behavior</li> </ol> <p style="text-align: center;"><i>Marketing</i></p> <ol style="list-style-type: none"> <li>1. Introduction to Marketing</li> <li>2. Functions of Marketing</li> <li>3. Marketing Environment</li> <li>4. Market</li> <li>5. Product Policy</li> <li>6. Product Policy</li> <li>7. Pricing Policy</li> <li>8. Distribution Policy</li> <li>9. Promotion Policy</li> </ol> <p style="text-align: center;"><i>Marketing</i></p> <ol style="list-style-type: none"> <li>1. Introduction to Marketing</li> <li>2. Functions of Marketing</li> <li>3. Marketing Environment</li> <li>4. Market</li> <li>5. Product Policy</li> <li>6. Product Policy</li> <li>7. Pricing Policy</li> <li>8. Distribution Policy</li> <li>9. Promotion Policy</li> </ol> <p style="text-align: center;"><i>Bibliography</i></p> <ol style="list-style-type: none"> <li>1. Anghel L., Florescu C., Zaharia R., Problems. Cases. Tests, Expert Publishing House, Bucharest, 1993.</li> <li>2. Balaure, V. (coord.), Marketing, Uranus Publishing House, Bucharest, 2003.</li> <li>3. Cetina I., Brandabur R., Services Marketing, Uranus Publishing House, Bucharest, 2004.</li> <li>4. Catoiu Iacob, Marketing Research. Treatise, Uranus Publishing House, Bucharest, 2009.</li> <li>5. Datculescu P., Marketing Research, Brandbuilders Publishing House, Bucharest, 2006.</li> <li>6. Dumitru I. "International Marketing. An Approach to Globalization", Economic Publishing House, Bucharest, 2004.</li> <li>7. Enescu M. "Marketing of Tourist Services and Their Importance for the</li> </ol>
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	<p>Development of the Tertiary Sector", Universitaria Publishing House, 2017.</p> <p>8. Florescu, C., Marketing, Economic Independence, Pitești, 1997.</p> <p>9. Goldbach D, Marketing: Theoretical Elements, Tests, Case Studies, Pro Universitaria Publishing House, 2015.</p> <p>10. Kotler, Ph., Principles of Marketing, Teora Publishing House, Bucharest, 1999.</p> <p>11. Kotler Ph., Marketing Management, Third Edition, Teora Publishing House, Bucharest 2003.</p> <p>12. Manea N., Goldbach D., Marketing: Basic Concepts and Applications, Printech Publishing House, 2021.</p> <p>13. Tănăsescu D. "Service Marketing", Bibliotheca Publishing House, 2015.</p> <p>14. Tănăsescu D. – "Marketing in Public Services", Bibliotheca Publishing House, Târgoviște, 2005.</p> <p>15. Tănăsescu D. – "Public Marketing and the Social Optimum", Asab Publishing House, Bucharest, 2008.</p>
<b>Lecture (day, time, location)</b>	<p>Date of the lecture: 02.09.2025</p> <p>Time of the lecture: 13:00</p> <p>Place for the lecture: Faculty of Sciences and Engineering Alexandria, Turnu Magurele Street, no. 1-3A, Alexandria, Romania, 140003, AX Building, 003 room.</p>
<b>Description of the competition procedure</b>	<p><i>The presentation by the proposed candidates of a lecture in which the candidates present the most significant previous professional results and the university career development plan.</i></p>
<b>List of documents</b>	<p>Documents submitted by the candidate:</p> <ol style="list-style-type: none"> <li>1. The application form registration in the competition, signed by the candidate, which includes: the declaration on personal responsibility regarding the veracity of the information presented in the file and the commission's resolution regarding the information from the verification sheet of meeting the standards (with the signatures of the members).</li> <li>2. The university career development proposal regarding scientific activities and teaching skills for candidates for teaching positions and, respectively, scientific activities and research skills for candidates for research positions; the proposal is written by the candidate, can be a maximum of 10 pages, and is one of the main criteria for deciding the candidates.</li> <li>3. Candidate's curriculum vitae in printed and electronic format. The applicant's Europass curriculum vitae must include: <ul style="list-style-type: none"> <li>- information about the studies completed and the diplomas obtained;</li> <li>- information about professional experience and relevant jobs;</li> <li>- information about the research and development projects they led as project director and the grants obtained, if there are such projects or grants, including for each source of funding, the volume of funding and the main publications or patents resulting;</li> <li>- information about awards or other recognition elements of the candidate's scientific contributions.</li> </ul> </li> <li>4. The candidate's list of works is in printed and electronic format. The candidate's complete list of works will be structured as follows: <ul style="list-style-type: none"> <li>- the list of the maximum 10 works considered by the candidate to be the most relevant for the field of disciplines of the position for which he is applying;</li> <li>- doctoral thesis or theses;</li> <li>- invention patents and other industrial property titles;</li> </ul> </li> </ol>

	<ul style="list-style-type: none"> <li>- books and chapters in books;</li> <li>- full-length articles/studies published in journals from the main international scientific stream;</li> <li>- publications in extenso, appearing in works of the main international specialised conferences;</li> <li>- other scientific works and contributions or, as the case may be, in the field of artistic creation.</li> </ul> <p>5. The verification sheet for meeting the university's standards for submission to the competition, in printed and electronic format, whose standard format is provided by its own methodology. The candidate completes and signs the verification sheet.</p> <p>6. Documents related to the possession of the doctor's degree/proof of enrollment in a doctoral study program, without exceeding the maximum period of studies, which includes the extensions admissible according to the law: the legalised copy of the doctor's degree and, if the original doctor's degree is not recognised in Romania, its recognition or equivalence certificate.</p> <p>7. The doctoral thesis summary must be in Romanian and a language of international circulation, with a maximum of one page for each language.</p> <p>8. The candidate's self-responsible declaration indicates the incompatibility situations provided by the higher education law no. 199/2023, with subsequent amendments and additions, in which it would be in case of winning the competition or the absence of these incompatibility situations.</p> <p>9. Legalised copies of other diplomas certifying the candidate's studies.</p> <p>10. A copy of the identity card or, if the candidate does not have an identity card, of the passport or another identity document drawn up for an equivalent purpose to the identity card or passport.</p> <p>11. If the candidate has changed his name, copies of documents attesting to the name change—a marriage certificate or proof of name change—should be provided.</p> <p>12. A maximum of 10 publications, patents or other works of the candidate, in electronic format, was selected by him and considered the most relevant for his professional achievements.</p> <p>13. Candidates for the positions of associate professors or scientific researcher grade II must include in the competition file at least three letters of recommendation from personalities in the respective field from the country or abroad, external to the higher education institution whose position is put up for competition, who agreed to draft these letters of recommendation regarding the candidate's professional qualities. Candidates for positions of professor or researcher of the first degree must include in the competition file at least three letters of recommendation of personalities from the field, from abroad, who have agreed to draw up these letters of recommendation concerning the candidate's professional qualities. In the case of scientific fields with Romanian specific, the letters of recommendation for candidates for positions of university professor or scientific researcher I degree may also come from personalities from the field in Romania, as well, external to the higher education institution whose job is to be taken out for competition.</p> <p>14. Criminal record certificate.</p> <p>15. Certificate of behavioural integrity.</p> <p>16. A medical certificate is issued on a specific form adopted by a joint order of the Ministers of Education and Health.</p> <p>17. The medical certificate for exercising the teaching profession, issued according to this joint order of the Minister of Education and the Minister</p>
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	of Health. 18. Copy of the Psychopedagogical Module certificate, 19. Registration fee receipt.
<b>The address where the tender file is sent</b>	Valahia University of Targoviste Registry, Sinaia Alley, no. 13, Targoviste, Dambovita, Romania, 130004.

DEAN,  
Associate professor, PhD. Dragoş Mihai PANAGOREȚ

