



UNIVERSITATEA „ALEXANDRU IOAN CUZA” din IAȘI

FACULTATEA de ECONOMIE ȘI ADMINISTRAREA AFACERILOR

TUTORIAL COURSE FORM

2025-2026 ACADEMIC YEAR

Name of the tutorial course (incoming Erasmus/exchange students)	Direct Marketing
Name of the professor	Oana Țugulea
Email of the professor	ciobanu.oana@uaic.ro
Office of the professor Consultation days/hours	B612
Semester(s) in which the tutorial course is available	I st or II nd semester
No. of ECTS credits	5
Level of study (bachelor/master/PhD)	bachelor
Short description/Contents	<ol style="list-style-type: none">1. Key Features of Direct Marketing2. Customer Data Bases3. Marketing Automation4. CRM5. Customer Satisfaction and Loyalty
Assessment/Evaluation	<ol style="list-style-type: none">1. Student attendance evaluation – 20%2. Project assessment – 50%3. Testing for knowledge assessment – 30%
Bibliography	<ol style="list-style-type: none">1. Bob Stone, Ron Jacobs - Successful Direct Marketing Methods2. https://biz.libretexts.org/Bookshelves/Marketing/Book%3A_eMarketing_The_Essential_Guide_to_Marketing_in_a_Digital_World_(Stokes)/00%3A_Front_Matter/03%3A_Table_of_Contents3. https://business.adobe.com/content/dam/dx/us/en/resources/guides/marketing-automation/marketing-automation.pdf4. https://growthnatives.com/wp-content/uploads/2020/04/Marketing-Automation.pdf5. https://www.tutorialspoint.com/customer_relationship_management/customer_relationship_management_tutorial.pdf
Observations	