

Sapientia Hungarian University of Transylvania
Faculty of Economics and Socio-Human Sciences and Engineering
Department of Business Sciences
Vacancy: associate professor position

Themes

**Discipline: Public Relations, International Marketing, Final Paper Preparation
Methodology, Marketing of Non-profit Organizations, Marketing Simulations**

I. Public Relations

1. Communication strategies and techniques in public relations.
2. Key players in local marketing: potential providers and target segments.
3. Relations with the media and organization of public events.
4. Corporate social responsibility and crisis communication.

II. International Marketing

5. Communication and promotion in international marketing.
6. Current trends in international digital marketing.
7. Marketing research on foreign markets.
8. Adapting the marketing mix in international context.

III. Final Paper Preparation Methodology

9. Collection, processing, and interpretation of research data.
10. Compliance with academic standards.
11. Presentation of Final Paper
12. Ethics of scientific research.

IV. Marketing of Non-profit Organizations

13. Marketing strategies for non-profit organizations.
14. Community relations management.
15. Social campaigns and humanitarian cause marketing.
16. Measuring the effectiveness of non-profit marketing activities.

V. Marketing Simulations

17. The use of computer programs in marketing processes.
18. Analysis of results and feedback in marketing simulations.
19. Strategic decision-making in a competitive environment.
20. Evaluarea performanței în cadrul simulărilor de marketing.

Bibliography

1. Tench, R., & Yeomans, L. (2022). Exploring Public Relations and Management Communication (6th ed.). London: Pearson Education.
2. Edwards, L. (2023). Understanding Public Relations: Theory, Culture and Society. London: SAGE Publications.
3. Katsikeas, C. S., Leonidou, L. C., & Samiee, S. (2022). International Marketing Strategy in a Digital Era. Bingley: Emerald Publishing.
4. Hollensen, S. (2023). Global Marketing (9th ed.). Harlow: Pearson Education.

5. Saunders, M., Lewis, P., & Thornhill, A. (2023). *Research Methods for Business Students* (9th ed.). Pearson Education.
6. Bryman, A., & Bell, E. (2021). *Business Research Methods* (6th ed.). Oxford: Oxford University Press.
7. Sargeant, A., & Shang, J. (2020). *Fundraising Principles and Practice* (2nd ed.). Hoboken, NJ: Wiley.
8. Kotler, P., & Lee, N. (2022). *Corporate Social Responsibility: Doing the Most Good for Your Company and Your Cause*. Hoboken, NJ: Wiley.
9. Kerin, R. A., & Hartley, S. W. (2022). *Marketing: The Core* (9th ed.). New York: McGraw-Hill Education.
10. Cadotte, E. R. (2021). *MARKSTRAT Simulation Guidebook*. Nashville, TN: StratX Simulations.