

**SUPLIMENT LA DIPLOMA  
DIPLOMA SUPPLEMENT**

1) Acest supliment însoțește diploma cu  
seria B nr. 0082218  
The Supplement is for diploma  
series B no. 0082218

**1. DATELE DE IDENTIFICARE A TITULARULUI DIPLOMEI  
INFORMATION IDENTIFYING THE HOLDER OF THE DIPLOMA**

1.1a	Numele de familie la naștere <i>Family name(s) at birth</i> [REDACTED]	1.1b	Numele de familie după căsătorie (dacă este cazul) <i>Family name(s) (after marriage) (if applicable)</i> ---
1.2a	Inițiala (inițialele) prenumelui (prenumelor) tatălui <i>Initial(s) of father's first name(s)</i> D.	1.2b	Prenumele <i>First name(s)</i> [REDACTED]
1.3a	Data nașterii (ziua/luna/anul) <i>Date of birth (day/month/year)</i> 26 05 1985	1.3b	Locul nașterii <i>Place of birth</i> GALATI, JUD. GALATI, ROMANIA
1.4	Numarul matricol <i>Student enrollment number</i> [REDACTED]		Codul numeric personal (CNP) <i>Personal identification number</i> [REDACTED]
		1.5	Anul înmatriculării <i>Year of enrollment</i> 2006

**2. INFORMATII PRIVIND CALIFICAREA  
INFORMATION IDENTIFYING THE QUALIFICATION**

2.1	Denumirea calificării și (dacă este cazul) titlul acordat (după promovarea examenului de finalizare a studiilor) <i>Name of qualification and (if applicable) title awarded (after passing the final examination)</i> Marketing, Licentiat în științe economice <i>Marketing, Degree in Economic sciences</i>		
2.2a	Domeniul de studii <i>Field of study</i> Marketing <i>Marketing</i>	2.2b	Programul de studii / specializarea <i>Programme of study / specialization(s)</i> Marketing <i>Marketing</i>
2.3a	Numele și statutul instituției de învățământ superior care acordă diploma (în limba română) <i>Name and status of awarding institution</i> Universitatea "Dunărea de Jos" din Galați/universitate publică acreditată <i>/accredited public university</i>	2.3b	Facultatea care organizează examenul de finalizare a studiilor <i>Faculty administering the final examination</i> Facultatea de Științe Economice <i>Faculty of Economic Sciences</i>
2.4a	Numele și statutul instituției de învățământ superior absolvite (dacă diferă de 2.3a, în limba română) <i>Name and status of institution administering studies (if different from 2.3a)</i> ---	2.4b	Facultatea absolvită <i>Student graduated from :</i> ---
2.5	Limba (limbile) de studiu / examinare <i>Language(s) of instruction / examination</i> română <i>Romanian</i>		



### 3. INFORMATII PRIVIND NIVELUL CALIFICARII

#### INFORMATION ON THE LEVEL OF THE QUALIFICATION

Nivelul calificarii <i>Level of qualification</i>	Durata oficiala a programului de studii si numarul de credite ECTS (conform Sistemului European de Credite Transferabile - ECTS) <i>Official length of the programme of study and number of ECTS credits</i>
3.1 Studii universitare de licenta <i>bachelor studies</i>	3 ani, 180 credite ECTS <i>3 years, 180 ECTS credits</i>
Conditii de admitere / inscriere <i>Access requirement(s)</i>	3.2
3.3 diploma de bacalaureat + concurs de admitere <i>baccalaureate + admission exam</i>	

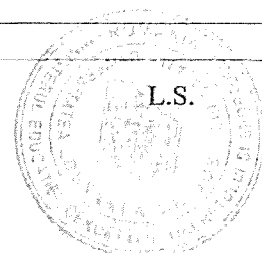
### 4. INFORMATII PRIVIND CURRICULUMUL SI REZULTATELE OBTINUTE

#### INFORMATION ON THE CURRICULUM AND RESULTS GAINED

4.1 Forma de invatamant / <i>Mode of study</i>	învatamânt de zi <i>full - time</i>
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Competentele asigurate prin programul de studii  
*Learning outcomes of the programme of study*

4.2	<p>Operator interviu: culegerea , analiza si prelucrarea preliminară a informatiilor de suport ale sistemului decizional de marketing; Operator de marketing: participarea ca operator de marketing la executarea si implementarea programelor de marketing; Manager de produs : urmarirea, monitorizarea si administrarea portofoliului de produse pe clienti, segmente de piata si zone geografice; Specialist in politica de pret: supravegherea evolutiei preturilor pe piata si asigurarea documentatiei necesare privind elaborarea politicii de pret de catre managerul de specialitate; Competente specifice pentru desfasurarea urmatoarelor activitati: merchandising, publicitate la locul de vânzare, promovarea vânzarii in calitate de merchandiser, sampler, promoter; Analist de cercetarea pietei: Proiectarea metodologiei si cadrului de desfasurare si alegerea metodelor si instrumentelor specifice de cercetare; Proiectant si evaluator de cercetare: Proiectare si evaluare chestionare si investigare; Analist de date in cercetarea de marketing: Utilizarea unor tehnici de modelare pentru analiza datelor cercetarii de piata si de marketing, urmarirea, masurarea si evaluarea satisfactiei clientilor; Asistent consultant mediu de marketing: analiza mediului de marketing al organizatiei , proiectarea si realizarea unui plan de marketing; Asistent evaluator: Evaluarea performantei planurilor si strategiei de marketing; Asistent manager de marketing: pregatirea si asistarea deciziei in marketing management, administrarea rolului functiei de marketing management in organizatie; Asistent Manager de Marketing Intelligence: supervizarea eficientei functionarii sistemului informational de marketing si evaluarea informatiilor relevante.</p> <p><i>Interview operator: gathering, analyzing and preliminary grouping of marketing information for support decision systems; Marketing operator for marketing programs design and implementation; Product manager for tracking, monitoring and client portfolio administration on market segment and geographical location; Pricing Policy Specialist: Price trend monitoring and providing the documentation support for Price Policy Manager; Specific competencies and developing of the following activities: merchandising, advertising on marketplace and sales promotion as merchandiser, sampler promoter; Market Research Analyzer: Developing measurable/appropriate research questions methods and research framework; Survey Designer and Evaluator: Design &amp; evaluating questionnaires and surveys; Market Research Data Analyzer-Use a range of modeling techniques to analyze marketing information; Monitor/measure/evaluate customer satisfaction; Marketing Environment Assistant Consultant: Analyze the organization's marketing environment, Construct a strategic marketing plan; Evaluator Assistant: Evaluate the performance of an implemented marketing plan /strategy; Marketing management manager assistant: Monitoring Marketing Management; Manage marketing programs; Manage marketing's role within the organization; Intelligence Marketing Manager Assistant: Marketing Information System supervisor efficiency and relevant information evaluation.</i></p>
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Detalii privind programul absolvit, calificarile/notele/creditele ECTS obtinute (conform Registrului matricol al facultatii, volumul nr. 29 / 2006)

Programme details and the individual grades/marks/ECTS credits obtained (according to Faculty Student Records, volume no.29 / 2006)

4.3

Nr. Denumirea disciplinei No. Subject		2) Total ore Number of hours		Nota/ Grade		Nr. credite Number of ECTS credits	
		C	S,L,LP,P	Sem I 1-st sem	Sem II 2-nd sem	Sem I 1-st sem	Sem II 2-nd sem
Anul I (anul universitar 2006-2007) 1-st year of study (2006-2007 academic year )							
1.	Bazele contabilitatii Essentials of accounting	28 C	28 S	5	--	5	--
2.	Bazele statisticii Essentials of Statistics	28 C	28 S	--	6	--	5
3.	Comunicare in afaceri Business Communication	28 C	28 S	--	5	--	4
4.	Dreptul afacerilor Business Law	28 C	14 S	5	--	4	--
5.	Elemente de informatica aplicata Elements of applied informatics	28 C	28 L	6	--	5	--
6.	Finante publice Public finances	28 C	28 S	--	8	--	5
7.	Macroeconomie Macroeconomics	28 C	28 S	--	7	--	5
8.	Management general General management	28 C	28 S	--	7	--	5
9.	Matematica aplicata in economie Mathematics applied in Economics	28 C	28 S	10	--	5	--
10.	Microeconomie Microeconomics	28 C	28 S	7	--	5	--
11.	Economie europeana European economy	28 C	14 S	--	6	--	4
12.	Geografie economica Economic geography	28 C	14 S	5	--	4	--
13.	Limba engleza English language	--	42 S	7	10	2	2
Promovat cu media aritmetica: 3) Pass, arithmetic average grade per academic year:		6.71		Media ponderata: 6.63 Weighted average grade:		Total credite / Total ECTS credits: 60	

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Nr. No.	Numarul matricol al studentului / Student enrollment no.: 6211  Denumirea disciplinei / Subject	2)Total ore Number of hours		Nota/ Grade		Nr. credite No ECTS credits	
		C	S,L,LP,P	Sem I 1-st sem	Sem II 2-nd sem	Sem I 1-st sem	Sem II 2-nd sem
Anul II (anul universitar 2007-2008) 2-nd year of study (2007-2008 academic year )							
1.	Cercetari de marketing Marketing Researches	22 C	22 S	--	5	--	5
2.	Comportamentul consumatorului Consumer Behaviour	22 C	11 S	--	8	--	4
3.	Contabilitate financiara Financial Accounting	28 C	28 S	7	--	4	--
4.	Finantele intreprinderii Enterprise Finance	28 C	14 S	5	--	4	--
5.	Managementul resurselor umane Human resources management	22 C	11 S	--	6	--	4
6.	Marketing general General marketing	28 C	28 S	7	--	5	--
7.	Marketing turistic The marketing of tourism	22 C	22 S	--	5	--	4
8.	Moneda si credit Money and credit	28 C	14 S	9	--	4	--
9.	Sisteme informatice de marketing Marketing Information Systems	22 C	22 L	--	5	--	5
10.	Statistica afacerilor Business statistics	28 C	14 S	9	--	5	--
11.	Baze de date aplicate in economie Data bases applied to economics	14 C	28 L	7	--	4	--
12.	Managementul calitatii Quality management	22 C	11 S	--	8	--	4
13.	Practica de specialitate Practical Training	--	90 LP	--	10	--	3
14.	Preturi si concurenta Prices and competition	22 C	11 S	--	7	--	4
15.	Tehnologie si inovare Technology and innovation	28 C	28 L	8	--	4	--
Promovat cu media aritmetica: 3) Pass, arithmetic average grade per academic year: 7.06		Media ponderata: Weighted average grade: 6.98		Total credite: Total ECTS credits: 63			
Anul III (anul universitar 2008-2009) 3-rd year of study (2008-2009 academic year )							
1.	Analiza economico- financiara Economic-Financial Analysis	24 C	24 S	--	6	--	4
2.	Business to business marketing Business to business marketing	24 C	12 S	--	8	--	4
3.	Marketing bancar Bank Marketing	24 C	24 S	--	8	--	4
4.	Marketing direct Direct marketing	28 C	28 S	7	--	5	--
5.	Marketing international International Marketing	28 C	28 S	6	--	5	--
6.	Marketing social - politic Social political marketing	28 C	28 S	5	--	5	--
7.	Marketing strategic Strategic Marketing	28 C	28 S	7	--	5	--
8.	Marketingul serviciilor Services marketing	24 C	12 S	--	5	--	4
9.	Relatii publice Public relations	24 C	24 S	--	9	--	4
10.	Tehnici promotionale Advertising Techniques	28 C	28 S	9	--	5	--
11.	Analiza valorii Value Analysis	24 C	12 S	--	10	--	4
12.	Definitivarea proiectului de licenta Final work on the graduation diploma	--	60 P	--	10	--	2
13.	Proiecte de marketing Marketing projects	--	36 P	--	10	--	4
14.	Simulari de marketing Marketing simulations	28 C	28 L	8	--	5	--
Promovat cu media aritmetica: 3) Pass, arithmetic average grade per academic year: 7.71		Media ponderata: Weighted average grade: 7.56		Total credite: Total ECTS credits: 60			
Promovat : Pass :	Mediile <sup>4)</sup> de promovare a anilor de studii / Overall average grades : Media aritmetica : 7.16 Arithmetic average grade :					Total credite: Total ECTS credits: 183	
	Media ponderata cu puncte de credit : 7.06 Credit-weighted average grade :						

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Numarul matricol al studentului /Student enrollment no.: 6211

Sistemul de notare si, daca sunt disponibile, informatii privind distributia statistica a notelor  
*Grading scheme and, if available, grade distribution guidance*

- 4.4 Notarea unei discipline se face pe o scala de la 10 la 1, notele acordate fiind numere intregi; nota minima de promovare este 5, iar nota maxima este 10. Media ponderata minima de promovare a anilor de studii pentru promotia 2009, domeniul Marketing, programul de studii/ specializarea Marketing, este 6.23, iar media ponderata maxima este 9.25, titularul fiind clasat pe locul 27 dintr-un total de 40 absolventi.

*Grades are integer numbers and given on a scale from 10 (the highest grade) to 1 (the lowest grade); the lowest passing grade is 5 and the highest grade is 10. The passing overall weighted average grade of study for the class 2009, field of study Marketing, study programme/ specialization in Marketing, are: lowest weighted average 6.23 (out of 10) and highest weighted average 9.25 (out of 10). The degree holder is ranked 27 out of 40 number of graduates.*

### 5. INFORMATII SUPLIMENTARE ADDITIONAL INFORMATION

Informatii suplimentare  
*Additional information*

- 5.1 Forma de finantare: taxa  
*Type of funding: tuition fees*

- 5.2 Alte surse pentru obtinerea mai multor informatii  
*Further information sources*

www.ugal.ro    www.edu.ro    www.enic-naric.net

### 6. INFORMATII PRIVIND DREPTURILE CONFERITE DE CALIFICARE SI DE TITLU (daca este cazul) INFORMATION ON THE FUNCTION OF THE QUALIFICATION AND DEGREE (if applicable)

Posibilitati de continuare a studiilor (dupa promovarea examenului de finalizare)  
*Access to further study (after passing the final examination)*

- 6.1 studii universitare de masterat  
*master studies*

Statutul profesional  
*Professional status*

- 6.2 ---

### 7. LEGALITATEA SUPLIMENTULUI CERTIFICATION OF THE SUPPLEMENT

Functia  
*Position*

Semnatura  
*Signature*

Functia  
*Position*

Semnatura  
*Signature*

- 7.1 Rector  
*Rector*  
Prof.dr.ing. Viorel MINZU

- 7.2 Secretar sef universitate  
*University Registrar*  
Daniela Mioara ROTARU

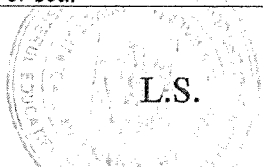
- 7.3 Decan / Director  
*Dean / Director*  
Conf.dr.ec. Costel NISTOR

- 7.4 Secretar sef facultate / departament  
*Faculty Registrar / Department Registrar*  
Carmen CODRESCU

- 5) Nr. si data eliberarii  
*No., dated*

- 7.5 1117, 19.01.2011  
Acest document contine un numar de 6 pagini  
*This document consists of 6 pages*

Stampila sau sigiliul oficial  
*Official stamp or seal*

- 7.6  L.S.

1) Se completeaza de catre institutia de invatamant superior care acorda diploma. Aceasta trebuie sa verifice legalitatea tuturor inscrierilor de pe actul de studii si de pe suplimentul la diploma.

1) To be filled in by the awarding institution that must check the legality of all information provided in the diploma and diploma supplement.

2) Se va mentiona numarul total de ore din care: numarul total de ore de curs (C); numarul total de ore de seminar (S); numarul total de ore de laborator (L); numarul total de ore de lucrari practice (LP); numarul total de ore de proiect (P), etc.

2) It shall be mentioned total hours of which: total hours of courses (C), seminars (S), laboratory (L), total number of practical courses (LP), projects (P).

3) Medii anuale cu doua zecimale, fara rotunjire.

3) Average grades per academic year, with two decimals and without rounding off.

4) Medii generale cu doua zecimale, fara rotunjire.

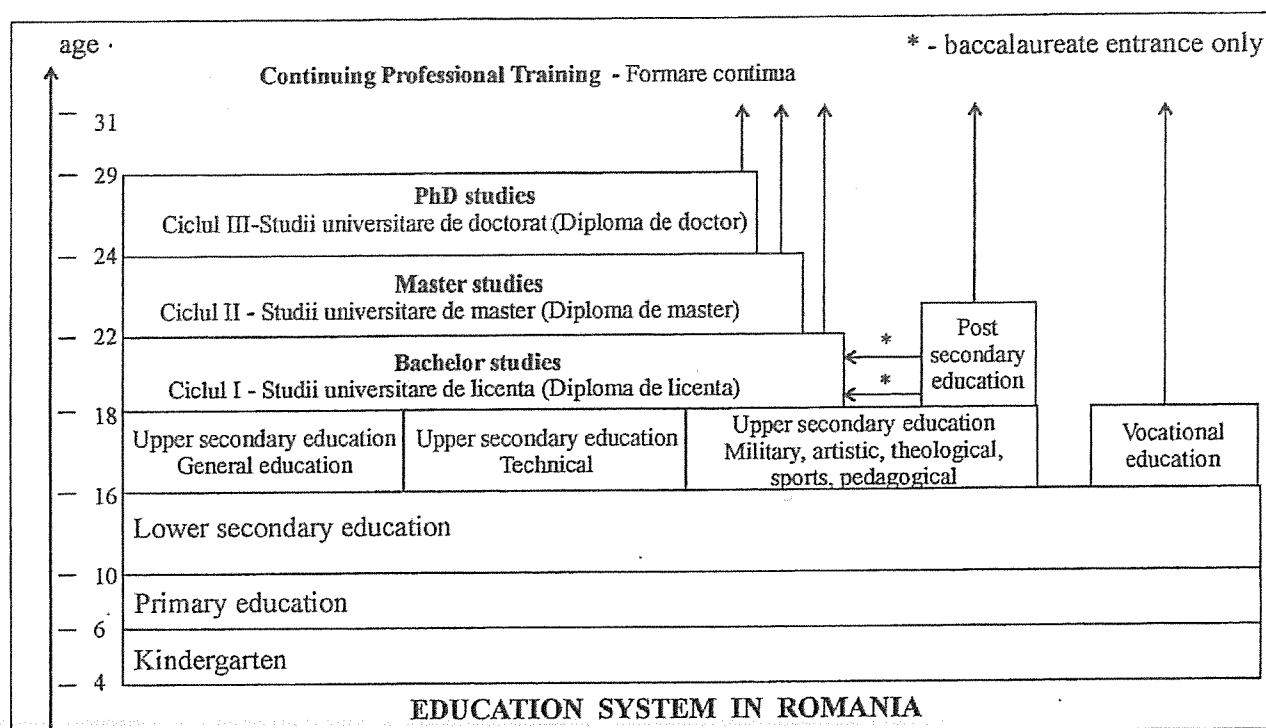
4) Overall average grades, with two decimals and without rounding off.

5) Se va completa de catre institutia care a asigurat scolarizarea titularului, mentionandu-se numarul de pagini ale documentului.

5) To be filled in by the institution administering studies indicating also the number of pages of this document.

Suplimentul la diploma se va redacta pe format A4 (fata/verso), se va numerota si se va stampila pe fiecare pagina, pe coltul din dreapta jos.  
*Diploma supplement shall be printed on both sides of an A4 paper format and shall be numbered and stamped on each page, in the right bottom corner.*

## 8. INFORMATII PRIVIND SISTEMUL NATIONAL DE INVATAMANT INFORMATION ON THE NATIONAL EDUCATION SYSTEM



### OVERVIEW OF THE NATIONAL HIGHER EDUCATION SYSTEM

Access to higher education is based on the baccalaureate diploma (12 years of study), and access to the master programmes is based on the BA/BSc/BEng degree.

Bachelor studies presuppose 180-240 credit points, calculated in accordance with the European Credit Transfer System (ECTS).

MA/MSc/MEng studies presuppose 90-120 credit points, calculated in accordance with the European Credit Transfer System (ECTS). Exceptionally, depending on the duration of bachelor studies, the lower ECTS limit can be 60 transferable credits.

For professions regulated to European norms, regulations or good practices, BA/BSc/BEng and MA/MSc/MEng studies can be provided as part of a 5 to 6 year full-time programme of study, thus diplomas are recognized as master's degree certificates (the following fields of study are considered: Medicine – 360 ECTS, Dentistry – 360 ECTS, Pharmacy – 300 ECTS, Veterinary Medicine – 360 ECTS, Architecture – 360 ECTS and Urban Planning – 300 ECTS).

PhD studies result in a doctoral research thesis, while successful candidates are awarded a PhD diploma.

The Romanian higher education system is an open system. All Romanian accredited universities use the European Credit Transfer System (ECTS).

Academic distance learning programmes shall be organised for the authorities and accredited programmes of study.

Universities also provide continuing professional training programmes based on the market demand and on the professional retraining needs.

\* In conformitate cu modificarile introduse în sistemul de învățământ superior de Legea nr. 288/2004  
According to the changes brought to the higher education system by Law no. 288/2004.

