

Domeniul Științe ale Comunicării

Conducator de doctorat: **Conf. univ. dr. habil. Kadar Magor Elek**

A. Teme

1. Image analysis and image building / Analiza și construirea imaginii
2. Reputation management / Managementul reputației
3. Place branding / Brandingul orașelor, regiunilor și țărilor
4. Destination branding / Brandingul destinațiilor turistice
5. Company branding / Branding instituțional
6. Institutional communication / Comunicare organizațională
7. Event management and branding / Managementul și brandingul evenimentelor
8. Personal branding / Brandingul persoanelor publice
9. Sensorial branding / Branding sensorial
10. Strategical thinking and planning / Gândire și planificare strategică

B. Bibliografie

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