

**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 nastere <i>Family name(s) at birth</i>	1.1b	Numele de familie dupa casatorie (daca este cazul) <i>Family name(s) (after marriage) (if applicable)</i>
	[REDACTED]		---
1.2a	Initiala (initialele) prenumelui (prenumelor) tatalui <i>Initial(s) of father's first name(s)</i>	1.2b	Prenumele <i>First name(s)</i>
	D.		[REDACTED]
1.3a	Data nasterii (ziua/luna/anul) <i>Date of birth (day/month/year)</i>	1.3b	Locul nasterii <i>Place of birth</i>
	26 05 1985		GALATI, JUD. GALATI, ROMANIA
1.4	Numarul matricol <i>Student enrollment number</i>		Codul numeric personal (CNP) <i>Personal identification number</i>
	[REDACTED]		[REDACTED]
		1.5	Anul inmatricularii <i>Year of enrollment</i>
			2006

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

2.1	Denumirea calificarii si (daca este cazul) titlul acordat (dupa promovarea examenului de finalizare a studiilor) <i>Name of qualification and (if applicable) title awarded (after passing the final examination)</i>		
	Marketing, Licentiat in stiinte economice <i>Marketing, Degree in Economic sciences</i>		
2.2a	Domeniul de studii <i>Field of study</i>	2.2b	Programul de studii / specializarea <i>Programme of study / specialization(s)</i>
	Marketing <i>Marketing</i>		Marketing <i>Marketing</i>
2.3a	Numele si statutul institutiei de invatamant superior care acorda diploma (in limba romana) <i>Name and status of awarding institution</i>	2.3b	Facultatea care organizeaza examenul de finalizare a studiilor <i>Faculty administering the final examination</i>
	Universitatea "Dunarea de Jos" din Galati/universitate publica acreditata <i>/accredited public university</i>		Facultatea de Stiinte Economice <i>Faculty of Economic Sciences</i>
2.4a	Numele si statutul institutiei de invatamant superior absolvite (daca difera de 2.3a, in limba romana) <i>Name and status of institution administering studies (if different from 2.3a)</i>	2.4b	Facultatea absolvita <i>Student graduated from :</i>
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2.5	Limba (limbile) de studiu / examinare <i>Language(s) of instruction / examination</i>		
	româna <i>Romanian</i>		



3. INFORMATII PRIVIND NIVELUL CALIFICARII
INFORMATION ON THE LEVEL OF THE QUALIFICATION

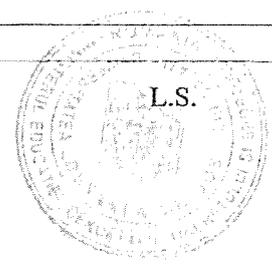
Nivelul calificarii <i>Level of qualification</i>	Durata oficiala a programului de studii si numarul de credite ECTS (conform Sistemului European de Credite Transferabile - ECTS) <i>Official length of the programme of study and number of ECTS credits</i>
3.1 Studii universitare de licenta <i>bachelor 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 years, 180 ECTS credits
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>	invatamant 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 preliminara 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 vânzarilor 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 & 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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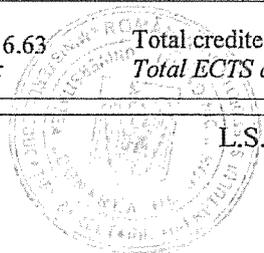


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Detalii privind programul absolvit, calificativele/notele/creditele ECTS obtinute (conform Registrului matricol al facultatii, volumul nr. 29 / 2006)

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

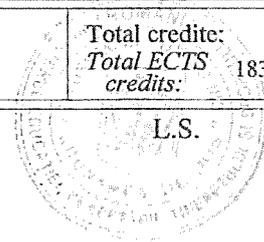
4.3 Nr. No.	Denumirea disciplinei Subject	2) Total ore Number of hours		Nota/ Grade		Nr. credite Number of ECTS credits			
		C	S,L,LP,P	Sem I 1-st sem	Sem II 2-nd sem	Sem I 1-st sem	Sem II 2-nd sem		
Anul I (anul universitar 2006-2007) 1-st year of study (2006-2007 academic year)									
1.	Bazele contabilitatii <i>Essentials of accounting</i>	28 C	28 S	5	--	5	--		
2.	Bazele statisticii <i>Essentials of Statistics</i>	28 C	28 S	--	6	--	5		
3.	Comunicare in afaceri <i>Business Communication</i>	28 C	28 S	--	5	--	4		
4.	Dreptul afacerilor <i>Business Law</i>	28 C	14 S	5	--	4	--		
5.	Elemente de informatica aplicata <i>Elements of applied informatics</i>	28 C	28 L	6	--	5	--		
6.	Finante publice <i>Public finances</i>	28 C	28 S	--	8	--	5		
7.	Macroeconomie <i>Macroeconomics</i>	28 C	28 S	--	7	--	5		
8.	Management general <i>General management</i>	28 C	28 S	--	7	--	5		
9.	Matematica aplicata in economie <i>Mathematics applied in Economics</i>	28 C	28 S	10	--	5	--		
10.	Microeconomie <i>Microeconomics</i>	28 C	28 S	7	--	5	--		
11.	Economie europeana <i>European economy</i>	28 C	14 S	--	6	--	4		
12.	Geografie economica <i>Economic geography</i>	28 C	14 S	5	--	4	--		
13.	Limba engleza <i>English language</i>	--	42 S	7	10	2	2		
Promovat cu media aritmetica: ³⁾ Pass, arithmetic average grade per academic year:		6.71		Media ponderata: Weighted average grade:		6.63		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) <i>2-nd year of study (2007-2008 academic year)</i>							
1.	Cercetari de marketing <i>Marketing Researches</i>	22 C	22 S	--	5	--	5
2.	Comportamentul consumatorului <i>Consumer Behaviour</i>	22 C	11 S	--	8	--	4
3.	Contabilitate financiara <i>Financial Accounting</i>	28 C	28 S	7	--	4	--
4.	Finantele intreprinderii <i>Enterprise Finance</i>	28 C	14 S	5	--	4	--
5.	Managementul resurselor umane <i>Human resources management</i>	22 C	11 S	--	6	--	4
6.	Marketing general <i>General marketing</i>	28 C	28 S	7	--	5	--
7.	Marketing turistic <i>The marketing of tourism</i>	22 C	22 S	--	5	--	4
8.	Moneda si credit <i>Money and credit</i>	28 C	14 S	9	--	4	--
9.	Sisteme informatice de marketing <i>Marketing Information Systems</i>	22 C	22 L	--	5	--	5
10.	Statistica afacerilor <i>Business statistics</i>	28 C	14 S	9	--	5	--
11.	Baze de date aplicate in economie <i>Data bases applied to economics</i>	14 C	28 L	7	--	4	--
12.	Managementul calitatii <i>Quality management</i>	22 C	11 S	--	8	--	4
13.	Practica de specialitate <i>Practical Training</i>	--	90 LP	--	10	--	3
14.	Preturi si concurenta <i>Prices and competition</i>	22 C	11 S	--	7	--	4
15.	Tehnologie si inovare <i>Technology and innovation</i>	28 C	28 L	8	--	4	--
Promovat cu media aritmetica: 3) <i>Pass, arithmetic average grade per academic year:</i> 7.06 Media ponderata: <i>Weighted average grade:</i> 6.98 Total credite: <i>Total ECTS credits:</i> 63							
Anul III (anul universitar 2008-2009) <i>3-rd year of study (2008-2009 academic year)</i>							
1.	Analiza economico- financiara <i>Economic-Financial Analysis</i>	24 C	24 S	--	6	--	4
2.	Business to business marketing <i>Business to business marketing</i>	24 C	12 S	--	8	--	4
3.	Marketing bancar <i>Bank Marketing</i>	24 C	24 S	--	8	--	4
4.	Marketing direct <i>Direct marketing</i>	28 C	28 S	7	--	5	--
5.	Marketing international <i>International Marketing</i>	28 C	28 S	6	--	5	--
6.	Marketing social - politic <i>Social political marketing</i>	28 C	28 S	5	--	5	--
7.	Marketing strategic <i>Strategic Marketing</i>	28 C	28 S	7	--	5	--
8.	Marketingul serviciilor <i>Services marketing</i>	24 C	12 S	--	5	--	4
9.	Relatii publice <i>Public relations</i>	24 C	24 S	--	9	--	4
10.	Tehnici promotionale <i>Advertising Techniques</i>	28 C	28 S	9	--	5	--
11.	Analiza valorii <i>Value Analysis</i>	24 C	12 S	--	10	--	4
12.	Definitivarea proiectului de licenta <i>Final work on the graduation diploma</i>	--	60 P	--	10	--	2
13.	Proiecte de marketing <i>Marketing projects</i>	--	36 P	--	10	--	4
14.	Simulari de marketing <i>Marketing simulations</i>	28 C	28 L	8	--	5	--
Promovat cu media aritmetica: 3) <i>Pass, arithmetic average grade per academic year:</i> 7.71 Media ponderata: <i>Weighted average grade:</i> 7.56 Total credite: <i>Total ECTS credits:</i> 60							
Promovat : <i>Pass :</i>	Mediile ⁴⁾ de promovare a anilor de studii / <i>Overall average grades :</i> Media aritmetica : 7.16 <i>Arithmetic average grade :</i>		Media ponderata cu puncte de credit : 7.06 <i>Credit-weighted average grade :</i>		Total credite: <i>Total ECTS credits:</i> 183		



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)

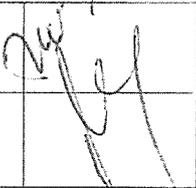
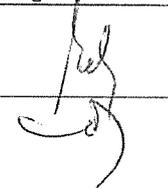
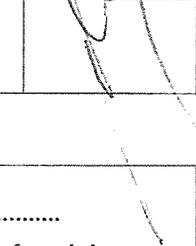
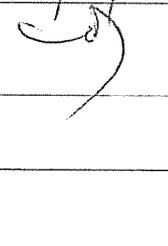
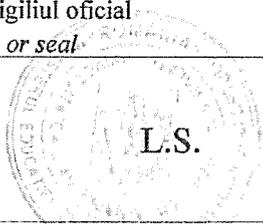
Posibilitati de continuare a studiilor (dupa promovarea examenului de finalizare)
Access to further study (after passing the final examination)

- 6.1 studii universitare de masterat
master studies

Statutul profesional
Professional status

- 6.2 ---

7. LEGALITATEA SUPLIMENTULUI CERTIFICATION OF THE SUPPLEMENT

Functia <i>Position</i>	Semnatura <i>Signature</i>	Functia <i>Position</i>	Semnatura <i>Signature</i>
7.1 Rector <i>Rector</i> Prof.dr.ing.Viorel MINZU		7.2 Secretar sef universitate <i>University Registrar</i> Daniela Mioara ROTARU	
7.3 Decan / Director <i>Dean / Director</i> Conf.dr.ec. Costel NISTOR		7.4 Secretar sef facultate / departament <i>Faculty Registrar / Department Registrar</i> Carmen CODRESCU	
5) Nr. si data eliberarii <i>No., dated</i>		Stampila sau sigiliul oficial <i>Official stamp or seal</i>	
7.5 1117, 19.01.2011 Acest document contine un numar de 6 pagini <i>This document consists of 6 pages</i>		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.

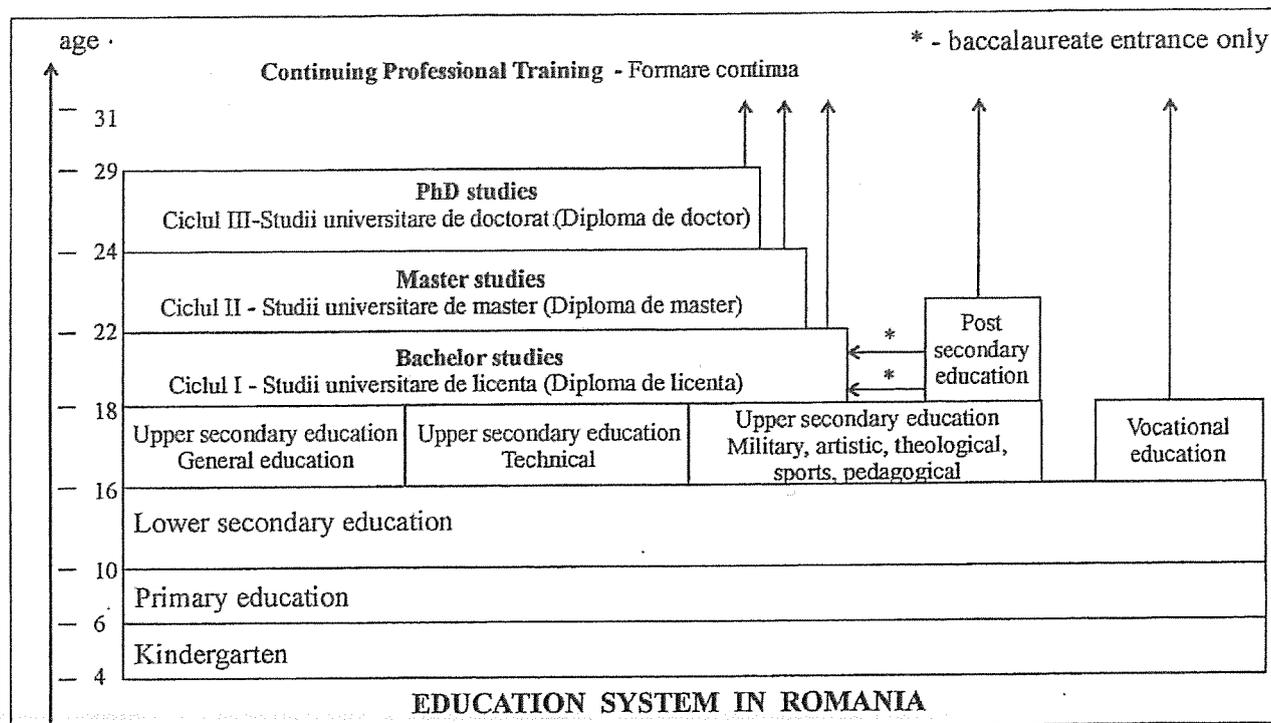
4) Overall average grades, with two decimals and without rounding off.

5) Se va completa de catre institutia care a asigurat scolarizarea titularului, mentionându-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.

