

**CERCETARE DE MARKETING
PRIVIND OPINIA STUDENȚILOR
DESPRE ALEGERILE PREZIDENTIALE
DIN DATA DE 2 NOIEMBRIE 2014**

**RESEARCH OF MARKETING REGARDING
THE STUDENTS' OPINION ABOUT
PRESIDENTIAL ELECTION ON THE 2ND OF
NOVEMBER 2014**

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Abstract: The paper presents a few synthetic coordinates of an applied research carried out among the students in the license cycle in Cluj-Napoca in order to identify their opinion regarding the presidential election on the 2nd of November , 2014. In this research the method of survey has been used and as instrument the questionnaire. The development of the questionnaire has included both the research objectives and the working hypotheses. The pre-testing has been made on a sample of 13 respondents. After this stage has been achieved the final structure of the questionnaire applied. The selection of the final sample has been made using the non-random sampling method, based on reasoning, thus investigating 217 students from Cluj-Napoca. The research of marketing has been done as an exercise for teaching purposes, without any political colour and without the involvement of the universities

Keywords: electoral marketing, research of marketing, questionnaire, hypotheses.