
CERCETĂRI DE MARKETING CULTURAL

RESEARCHES OF CULTURAL MARKETING

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Abstract: The paper presents a few coordinates of the cultural marketing research, followed by some results of an exploratory research regarding the present cultural market, and especially the potential one in a Romanian city. The research has been done on 380 subjects, using the questionnaire as instrument. The hypotheses of the research are being presented as well, and then the results concerning the city's cultural objectives that are known by the subjects and the most important cultural institutions in the minds of the ones that have been investigated.

Keywords: cultural marketing, marketing research, questionnaire, objectives, hypothesis.