

**Politehnica University of Timișoara
Faculty of Communication Sciences**

Graduate (MA) study programme: **Communication, Public Relations and Digital Media (associated with Electronics and Telecommunications Engineering)**

Domain of MA study: **Communication Sciences**

General information

Entry requirements: Bachelor's degree

Length of study: 4 semesters (3 teaching semesters+1 semester for the elaboration of dissertation)

ECTS credits: 120

Training language: Romanian

Mission

The main landmarks of its mission are: professional and scientific training by interdisciplinary in-depth study, in line with the technological requirements of the present-day labour force; consistency with development and progress of the Romanian society at large; conformity to national and international academic standards. Its *teaching mission* aims at an in-depth interdisciplinary formation capable to consolidate the abilities and competences acquired during each distinct previous specialization as well as to develop complementary competences and scientific research skills, with a view to the efficient inclusion of graduates in the labour market. The unitary interdisciplinary formation provided by this MA programme provides future professionals with integrated solutions for communication optimization. Its *research mission* aims at the formation of research specialists in field of communication.

Competences and knowledge acquired:

Professional competences: identification and proper use of the theoretical knowledge and fundamental practices specific to the domains and the specialization of this MA programme; deployment of the electronic and technical calculus equipment for the analysis, processing and interpretation of information in telecommunications systems and signals, including digital images; development and deployment of an interdisciplinary analytic set of tools for the proper identification, production and evaluation of the communication events and products in the field of PR; deployment of information networks and of data collection, processing and management systems for problem solving and creative applications, in accord with the communication situation; analysis, processing and interpretation of digital data.

Additional competences: pertinent and proficient association of information and practices from two different domains; providing innovative technological solutions to ensure effective communication.

Disciplines

- Public relations. Principles and practices
- Approaches and theories in modern communication (elective)
- Discourse principles and strategies
- Digital media advertising
- Advanced research methods in PR (elective)
- English/French/German for PR
- English/French/German for digital media
- Digital media
- Web Technologies
- Telecommunications technologies
- Electronic systems and equipment
- Electronic integration of services
- Image processing (elective)
- Research and design methodology (elective)

Why “Communication, Public Relations and Digital Media”?

The MA programme *Communication, Public Relations and Digital Media* is an interdisciplinary programme providing advanced training in communication, public relations and digital media. The

novelty of the programme lies in its interdisciplinary character, which combines two sets of subjects from two distinct fields: engineering sciences (specialization *Electronics and Telecommunications Engineering*) and communication sciences (specialization *Communication and Public Relations*). The need for interdisciplinarity as manifest in this MA programme lies in the peculiarities of the present-day society as well as in the concern of EU countries for promoting interdisciplinary MA programmes combining two study fields. The growing complexity of professional life requires an appropriate approach, expressed in terms of inter-, multi- and transdisciplinarity.

The master's study programme is accredited by ARACIS (i.e. The Romanian Agency for Quality Assurance in Higher Education) Council's Decision of 21.04.2011.

Career Perspectives

The orientation of this MA programme towards professionalization and expertise has been prompted by its transdisciplinary character derived from the interconnection of two apparently disconnected fields, one belonging to engineering sciences, and the other, to communication sciences. The interdisciplinary character of this MA programme guarantees an advanced qualification designed to prepare students for both the present and the future professional milieu. Graduates are thus equipped with in-depth knowledge in their undergraduate field of study as well as with new knowledge in a domain forwarded by present-day realities and by the evolution of our society. This interdisciplinary qualification meets an overt contemporary demand, namely that for cognitive and practical plurality, which is manifest both at the socio-professional level and in research.

Career opportunities

The available career and professional development opportunities both in Romania and in the European Union offered by our postgraduate MA programme include: specialist in event management and protocol; chamber consultant; brand manager; media planner; assistant manager; foreign relations officer; fair and exhibition organizer; European affairs counsellor; social relations specialist; social responsibility manager; media monitoring specialist; media negotiator; media consultant; branding consultant; press officer; database specialist; researcher in a domain-specific research institute in Romania or abroad.



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