

# SYLLABUS <sup>1</sup>

**THIS COURSE UNIT IS TAUGHT IN ROMANIAN LANGUAGE**

## 1. Information about the program

1.1 Higher education institution	Politehnica University of Timisoara
1.2 Faculty <sup>2</sup> / Department <sup>3</sup>	Communication Sciences/Communication and Foreign languages
1.3 Chair	—
1.4 Field of study (name/code <sup>4</sup> )	Communication Sciences (40 30 10 60)
1.5 Study cycle	Master
1.6 Study program (name/code/qualification)	Business communication

## 2. Information about discipline

2.1 Name of discipline/The educational classe <sup>5</sup>	Business communication and PR						
2.2 Coordinator (holder) of course activities	Assoc. Prof. Mariana CERNICOVA-BUCA						
2.3 Coordinator (holder) of applied activities <sup>6</sup>	Assoc. Prof. Mariana CERNICOVA-BUCA						
2.4 Year of study <sup>7</sup>	I	2.5 Semester	I	2.6 Type of evaluation	E	2.7 Type of discipline <sup>8</sup>	DCAV

## 3. Total estimated time (direct activities (fully assisted), partially assisted activities and unassisted activities<sup>9</sup>)

3.1 Number of hours fully assisted/week	3,of which:	3.2 course	1	3.3 seminar/laboratory/project	2
3.1* Total number of hours fully assisted/sem.	42 ,of which:	3.2* course	14	3.3* seminar/laboratory/project	28
3.4 Number of hours partially assisted/week	,of which:	3.5 project, research		3.6 training	3.7 hours designing M.A. dizertation
3.4* Number of hours pasrtially assisted/ semester	,of which:	3.5* project of research		3.6* training	3.7* hours designing M.A. dizertation
3.8 Number of hours of unassisted activities/ week	7,71 ,of which:	Additional documentation in the library, on specialized electronic platforms, and on the field			2,5
		Study using a manual, course materials, bibliography and lecture notes			2,5
		Preparation of seminars/ laboratories, homework, assignments, portfolios, and essays			2,7 1
3.8* Total number of hours of unasssited asctivities/ semester	108,of which:	Additional documentation in the library, on specialized electronic platforms, and on the field			35
		Study using a manual, course materials, bibliography and lecture notes			35
		Preparation of seminars/ laboratories, homework, assignments, portfolios, and essays			38
3.9 Total hrs./week <sup>10</sup>	10,71				
3.9* Total hrs./semester	150				
3.10 No. of credits	6				

## 4. Prerequisites (where applicable)

4.1 Curriculum	• No
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<sup>1</sup> The form corresponds to the Syllabus promoted by OMECTS 5703/18.12.2011 (Annex 3), updated based on the Specific Standards ARACIS of December 2016.

<sup>2</sup> The name of the faculty which manages the educational curriculum to which the discipline belongs

<sup>3</sup> The name of the department entrusted with the discipline, and to which the course coordinator/holder belongs.

<sup>4</sup> Fill in the code provided in HG no. 376/18.05.2016 or in HG similars annually updated.

<sup>5</sup> The educational classes of disciplines (ARACIS – specific standards, art./paragraph 4.1.2.a) are: fundamental disciplines, field disciplines, majoring/specialization disciplines.

<sup>6</sup> The applied activities refer to: seminar (S) / laboratory (L) / project (P) / practice/training (Pr).

<sup>7</sup> The year of study to which the discipline is provided in the curriculum .

<sup>8</sup> The types of disciplines (ARACIS – specific standards, art./paragraph 4.1.2.a) are: extended knowledge discipline / advanced knowledge discipline and synthetic discipline (DA / DCAV and DS) or art./paragraph 4.1.2 b) complementary discipline (DC)).

<sup>9</sup> Within UPT, the number of hours from 3.1\*, 3.2\*,...,3.9\* are obtained by multiplying by 14 (weeks) the number of hours from 3.1, 3.2,...., 3.9.

<sup>10</sup> The total number of hours/week is obtained by summing up the number of hours from 3.1, 3.4 și 3.8.

4.2 Competencies	<ul style="list-style-type: none"> <li>Use of the computer for text and image communication and transmission activities, as well as for producing original PR artefacts</li> </ul>
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**5. Conditions** (where applicable)

5.1 of the course	<ul style="list-style-type: none"> <li>Course room, computer/laptop, video-projector, white board Internet connection</li> </ul>
5.2 to conduct practical activities	<ul style="list-style-type: none"> <li>Seminar room, computer/laptop, video-projector, white board Internet connection</li> </ul>

**6. Specific competencies** acquired through this discipline

Specific competencies	<ul style="list-style-type: none"> <li>Knowledge and proper and appropriate application of theoretical, conceptual concepts and fundamental practices for the analysis and production of PR campaigns in the business environment</li> <li>Building and using a professional analytical tool to define, produce and rigorously evaluate communication events and products in the business environment</li> <li>Use of information networks and systems for collecting, interpreting, managing data to solve problems and apply creatively, in accordance with a specification for effective RP campaigns</li> <li>Evaluation of the effectiveness of communication strategies (communication audit)</li> </ul>
Professional competencies ascribed to the specific competencies	<ul style="list-style-type: none"> <li>Identification and use of language, methods, and expertise in the field of communication sciences applied in the business environment.</li> <li>Identify and use communication strategies, methods, and techniques to resolve situations effectively and creatively in the business environment and the public sphere.</li> <li>Planning and carrying out business-specific public relations and communication campaigns.</li> <li>Effective networking in the business environment to solve concrete situations in the business environment;</li> </ul>
Transversal competencies ascribed to the specific competencies	<ul style="list-style-type: none"> <li>Realistically solving – with both theoretical and practical argumentation – professional communication situations in the business environment, in an effective and ethical manner;</li> <li>Application of effective work techniques in multidisciplinary teams with the performance of certain tasks on hierarchical levels, specific to the sphere of communication in the business environment.</li> </ul>

**7. Objectives of the discipline** (based on the grid of specific competencies acquired)

7.1 The general objective of the discipline	<ul style="list-style-type: none"> <li>Deepening theoretical knowledge (concepts, theories, paradigms) in the field of promotion and advertising, applicable in the socio-economic environment, with the aim of creating the image of a company or products and services</li> </ul>
7.2 Specific objectives	<p>The student must be able to:</p> <ul style="list-style-type: none"> <li>differentiate public relations campaigns from marketing campaigns</li> <li>produce PR materials (press release, campaign plan, web content, newsletter)</li> <li>creatively apply theoretical concepts, being able to write texts based on the proposed themes, design, organize and evaluate a public relations event</li> </ul>

**8. Content**

8.1 Course	Number of hours	Teaching methods
1.Introduction to contemporary public relations	2	Lecture, brainstorming, interactive discussion, explanations and examples
2.Public relations in business environment	2	
3.Organization image and brand	2	
4. Image construction using media relations	2	
5.Promoting the organization	2	
6.Event planning and organization	2	
7. Institutional protocol and ceremonial	2	

**Bibliography<sup>11</sup>**

Baudrillard, Jean, *Societatea de consum. Mituri și structuri*, Comunicare.ro, București, 2008.  
 Borțun, Dumitru, *Relațiile publice și noua societate*, Tritonic, București, 2012  
 Cmeciu, Camelia, *Tendențe actuale în campaniile de relații publice*, Polirom, București, 2013.  
 Cutlip, Scott M.; Center, Allen H.; Broom, Glen M., *Relații publice eficiente*, Comunicare.ro, 2010  
 Cernicova, Mariana, Daniel Dejica, *Dicționar de comunicare și relații publice, român-englez*. 255 pag. Cluj: Casa Cărții de Știință, Timișoara: Orizonturi Universitare, 2014.  
 Deiss, Ryan; Henneberry, Russ, *Digital marketing for dummies*, Wiley, Hoboken, 2016.  
 Pânzaru, Florina, *Business storytelling: branduri și povești*, Tritonic, București, 2015.  
 Scott, David Meerman, *Noile reguli de marketing și PR - Cum să ajungi direct la clienți prin rețelele de socializare, bloguri, comunicate de presa, site-uri video și marketing viral*, Publica, București, 2010  
 Zbughea, Alexandra, Pânzaru, Florina, Galalae, Cristina, *Ghid esențial de promovare*, Tritonic, București, 2009.

[www.prwave.ro](http://www.prwave.ro), <http://arrp.eu/>, [www.ecrea.eu](http://www.ecrea.eu)

8.2 Applied activities <sup>12</sup>	Number of hours	Teaching methods
PR practices in România	2	Inductive/deductive analysis, interactive discussion, brainstorming and role play, case study
PR excellence standards	2	
PR&Advertising agencies	2	
Integrated communication – strategies and resources	2	
Production of PR content and artefacts	2	
Partnership principles and practices	2	
B2B – case study	2	
CSR in România and in the world	2	
Event planning and organization: case study	2	
Meeting the experts	2	
Event organization – role play	2	
Analysis of an event – critical view	2	
Promoting and event	2	
Presenting and defending the portfolio	2	

**Bibliography<sup>13</sup>**

Deiss, Ryan; Henneberry, Russ, *Digital marketing for dummies*, Wiley, Hoboken, 2016.  
 Moraru, Mădălina, *Poveștile publicitare. De la inspirație la strategie*, Tritonic, București, 2015.  
 Șimon, Simona, *The Persuasive Function of Written Advertisements*. Casa Cărții de Știință & Ed. Orizonturi Universitare, Cluj-Napoca & Timișoara, 2014.

### 9. Corroboration of the content of the discipline with the expectations of the main representatives of the epistemic community, professional associations and employers in the field afferent to the program

- The business community in the Western part of Romania is constantly developing and is calling for versatile communication specialists, soft skills holders, able to carry out a wide variety of internal and external communication activities, to promote the company, support the brand image, support marketing campaigns and carry out B2B collaboration projects and public-private partnerships.

**10. Evaluation**

Type of activity	10.1 Evaluation criteria <sup>14</sup>	10.2 Evaluation methods	10.3 Share of the final grade
10.4 Course	Demonstration of theoretical and practical knowledge in the field of business communication	Written exam (two theoretical subjects and one practical)	50%
10.5 Applied activities	<b>S:</b>	Portfolio	50%
	<b>L:</b>		
	<b>P:</b>		
	<b>Pr:</b>		

<sup>11</sup> At least one title must belong to the department staff teaching the discipline, and at least one title must refer to a relevant work for the discipline, a national and international work that can be found in the UPT Library.

<sup>12</sup> The types of applied activities are those mentioned in 5. If the discipline contains more types of applied activities then they are marked, consecutively, in the table below. The type of activity will be marked distinctively under the form: „Seminar:”, „Laboratory:”, „Project:” and/or „Practice/Training:”.

<sup>13</sup> At least one title must belong to the staff teaching the discipline.

<sup>14</sup> The Syllabus must contain the evaluation method of the discipline, specifying the criteria, the methods and the forms of evaluation, as well as mentioning the share attached to these within the final mark. The evaluation criteria must correspond to all activities stipulated in the curriculum (course, seminar, laboratory, project), as well as to the methods of continuous assessment (homework, essays etc.)

**Tc-R<sup>15</sup>:**

**10.6** Minimum performance standard (minimum amount of knowledge necessary to pass the discipline and the way in which this knowledge is verified<sup>16</sup>)

Written exam, 3 subjects (2 theoretical and one practical); Grade 5 for basic knowledge, grade 10 for the correct and creative treatment of all subjects, including information from the bibliography and case studies discussed.

- Minimum performance standard for application activities: teaming up a promotional event on a medium complexity theme in the field based on its own documentation, arguing the methods, techniques, procedures, and tools proposed to be used, according to the main concepts and theories. Presentation of the seminar works and stages of the event, with justification of the team role and lessons learned.

**Date of completion**

**Course coordinator  
(signature)**

**Coordinator of applied activities  
(signature)**

**Head of Department  
(signature)**

**Date of approval in the Faculty  
Council<sup>17</sup>**

**Dean  
(signature)**

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<sup>15</sup> Tc-R= Homework-Reports

<sup>16</sup> For this point turn to "Ghid de completare a Fișei disciplinei" found at: [http://univagora.ro/m/filer\\_public/2012/10/21/ghid\\_de\\_completare\\_fisa\\_disciplinei.pdf](http://univagora.ro/m/filer_public/2012/10/21/ghid_de_completare_fisa_disciplinei.pdf)

<sup>17</sup> The approval is preceded by discussing the study program's board's point of view with redgards to the syllabus.

## SYLLABUS <sup>18</sup>

**THIS COURSE UNIT IS TAUGHT IN ROMANIAN LANGUAGE**

### 4. Information about the program

1.1 Higher education institution	Politehnica University of Timisoara
1.2 Faculty <sup>19</sup> / Department <sup>20</sup>	Communication Sciences/Communication and Foreign languages
1.3 Chair	—
1.4 Field of study (name/code <sup>21</sup> )	Communication Sciences (40 30 10 60)
1.5 Study cycle	Master
1.6 Study program (name/code/qualification)	Communication, Public Relations and Digital Media /40 30 10 10 / Interdisciplinary (with Electronic and Telecommunications Engineering)

### 5. Information about the discipline

2.1 Name of discipline/ formative category <sup>22</sup>	PR. Principles and strategies						
2.2 Coordinator (holder) of course activities	Assoc. Prof. Mariana Cernicova-Buca						
2.3 Coordinator (holder) of applied activities <sup>23</sup>	Assoc. Prof. Mariana Cernicova-Buca						
2.4 Year of study <sup>24</sup>	II	2.5 Semester	2	2.6 Type of evaluation	E	2.7 Type of discipline <sup>25</sup>	DCAV

### 6. Total estimated time – hours / semester: direct teaching activities (fully assisted or partly assisted) and individual training activities (unassisted) <sup>26</sup>

3.1 Number of fully assisted hours / week	4 of which:	3.2 course	2	3.3 seminar / laboratory / project	2
3.1* Total number of fully assisted hours / semester	56 of which:	3.2* course	28	3.3* seminar / laboratory / project	28
3.4 Number of hours partially assisted / week	of which:	3.5 training		3.6 hours for diploma project elaboration	
3.4* Total number of hours partially assisted / semester	of which:	3.5* training		3.6* hours for diploma project elaboration	
3.7 Number of hours of unassisted activities / week	6,7 of which:	additional documentary hours in the library, on the specialized electronic platforms and on the field			2,7
		hours of individual study after manual, course support, bibliography and notes			2
		training seminars / laboratories, homework and papers, portfolios and essays			2
3.7* Number of hours of unassisted activities / semester	94 of which:	additional documentary hours in the library, on the specialized electronic platforms and on the field			32
		hours of individual study after manual, course support, bibliography and notes			32
		training seminars / laboratories, homework and papers, portfolios and essays			30
3.8 Total hours / week <sup>27</sup>	10,7				
3.8* Total hours /semester	150				
3.9 Number of credits	6				

### 4. Prerequisites (where applicable)

4.1 Curriculum	• No
4.2 Competencies	• Computer use in communication and delivering text and image, written and oral communication

<sup>18</sup> The form corresponds to the Discipline File promoted by OMECTS 5703 / 18.12.2011 and to the requirements of the ARACIS Specific Standards valid from 01.10.2017.

<sup>19</sup> The name of the faculty which manages the educational curriculum to which the discipline belongs

<sup>20</sup> The name of the department entrusted with the discipline, and to which the course coordinator/holder belongs.

<sup>21</sup> The code provided in HG no.140 / 16.03.2017 or similar HGs updated annually shall be entered.

<sup>22</sup> Discipline falls under the educational curriculum in one of the following formative disciplines: Basic Discipline (DF), Domain Discipline (DD), Specialist Discipline (DS) or Complementary Discipline (DC).

<sup>23</sup> Application activities refer to: seminar (S) / laboratory (L) / project (P) / practice/training (Pr).

<sup>24</sup> Year of studies in which the discipline is provided in the curriculum.

<sup>25</sup> Discipline may have one of the following regimes: imposed discipline (DI), optional discipline (DO) or optional discipline (Df).

<sup>26</sup> The number of hours in the headings 3.1 \*, 3.2 \*, ..., 3.8 \* is obtained by multiplying by 14 (weeks) the number of hours in headings 3.1, 3.2, ..., 3.8. The information in sections 3.1, 3.4 and 3.7 is the verification keys used by ARACIS as: (3.1) + (3.4) ≥ 28 hours / wk. and (3.8) ≤ 40 hours / wk.

<sup>27</sup> The total number of hours / week is obtained by summing up the number of hours in points 3.1, 3.4 and 3.7.

## 5. Conditions (where applicable)

5.1 of the course	<ul style="list-style-type: none"> <li>• Course room, computer/laptop, video-projector, white board Internet connection</li> </ul>
5.2 to conduct practical activities	<ul style="list-style-type: none"> <li>• Seminar room, computer/laptop video-projector, white board, Internet connection</li> </ul>

## 6. Specific competencies acquired through this discipline

Specific competencies	<ul style="list-style-type: none"> <li>• Knowledge, correct and adequate application of theoretical notions and of fundamental practices for analysis and production of PR content</li> <li>• Building and using an interdisciplinary analytical toolbox for defining, producing and evaluating, in a correct and adequate manner, of communication events and products in PR</li> <li>• Using informational networks and of systems of data collecting, interpretation and management for solving problems and creative application, in accordance with a schedule of conditions for producing a PR campaign</li> </ul>
Professional competencies ascribed to the specific competencies	<ul style="list-style-type: none"> <li>• CP1: Knowledge, correct and adequate application of theoretical notions and of fundamental practices specific for the field and for the specialization of master cycle</li> <li>• CP2: Digital data analysis, processing, and interpreting</li> </ul>
Transversal competencies ascribed to the specific competencies	<ul style="list-style-type: none"> <li>• CT1: Development of the capacity to work as part of a team, with theoretical and applied argumentation to solve common professional tasks, in view of their effective and ethical accomplishment</li> <li>• CT2: Applying the techniques of effective multidisciplinary teamwork in accomplishing some tasks on different hierarchy ladders</li> </ul>

## 7. Objectives of the discipline (based on the grid of specific competencies acquired - pct.6)

7.1 The general objective of the discipline	<ul style="list-style-type: none"> <li>• Acquiring theoretical knowledge (concepts, theories, paradigms) in PR and promotion field, with applicability in digital communication</li> </ul>
7.2 Specific objectives	<ul style="list-style-type: none"> <li>• Developing synthetic and comparative thinking, and critical skills in analyzing PR campaigns</li> <li>• Developing creativity for producing original content for PR</li> <li>• Acquainting with roles and activities specific for teamwork and task distribution for subordinate levels with the new technologies of digital online media</li> </ul>

## 8. Content<sup>28</sup>

8.1 Course	Number of hours	Teaching methods <sup>29</sup>
Chapter 1. Organization of public relations activity	2	Lecture, brainstorming, interactive discussion, explanations and examples
1.1. Agent/PR - professional positions, career paths, professional organizations		
1.2. Department/Public Relations Agency, International Models	2	
Chapter 2. Professional ethics	2	
2.1. Principles, values and judgments in public relations		
2.2. Crisis communication management	2	
Chapter 3. Current legislative framework (obligations and regulations for civil servants in public institutions)	2	
Chapter 4. Communication and public opinion	2	
Chapter 5. Integrated Media Communication Strategy (PESO)	2	
5.1. Types of materials for media relations		

<sup>28</sup> It details all the didactic activities foreseen in the curriculum (lectures and seminar themes, the list of laboratory works, the content of the stages of project preparation, the theme of each practice stage). The titles of the laboratory work carried out on the stands shall be accompanied by the notation "(\*)".

<sup>29</sup> Presentation of the teaching methods will include the use of new technologies (e-mail, personalized web page, electronic resources etc.).

5.2. Media Events: press conference, briefing, press visit	2	
5.3. Sponsorship, media partnership	2	
Chapter 6. Audio-visual techniques	2	
6.1. Presentations and speeches		
6.2. Video releases	2	
6.3. Blog and website. Other social networks	2	
Chapter 7 Image building strategy	2	
Capitolul 8 The contemporary PR professional and modern challenges	2	

#### Bibliography <sup>30</sup>

Borțun, Dumitru, **Relațiile publice și noua societate**, Tritonic, București, 2012  
Cernicova, Mariana, Dejica, Daniel, **Dicționar de comunicare și relații publice englez-român**, Casa Cărții de Știință, Cluj-Napoca, 2014  
Cmeciuc, Camelia, **Tendințe actuale în campaniile de relații publice**, Polirom, București, 2013.  
Cutlip, Scott et alii, **Relații publice eficiente**, Comunicare.ro, București, 2010.  
Dominick, Joseph, **Ipstaze ale comunicării de masă. Era digitală**, Editura comunicare.ro, București, 2009  
Meerman Scott, David, **The new roles of marketing and PR. How to use newsreleases, blogs, podcasting, vital marketing, and online media to reach buyers directly**, Wyley&Sons, New Jersey, 2009.  
Palea, Adina, **Identitatea specialiștilor în relații publice**, Tritonic, București, 2013.  
Campusul Virtual: <https://cv.upt.ro/course/view.php?id=678>  
**www.prwave.ro**, <https://spinsucks.com/>  
[www.prwave.ro](http://www.prwave.ro), <http://horeabadau.ro/>, <http://www.mooc-list.com/course/online-advertising-onlinead-open2study>  
English language bibliography upon request

8.2 Applied activities <sup>31</sup>	Number of hours	Teaching methods
Case study> spokespersons in Romania and in the world	2	Inductive/deductive analysis, interactive discussion, brainstorming and role play, debate, project
Professional conduct and demina in PR	2	
Communication channels and tools	2	
Research and documentation in PR	2	
Writing for PR: templates versus creativity	2	
Media relations and partnerships	2	
Media monitoring	2	
Evaluation of the effectiveness of electronic communication	2	
Posture, body language, professional image	2	
Internet reputation management (LinkedIn, Facebook, personal blog, etc.)	2	
Teamwork: relationship with image professionals	2	
Creating events (practical exercise)	2	
Simulating a public relations office in situations of current activity	2	
Simulating the activity of a PR office during crisis situations	2	

#### Bibliography <sup>32</sup>

*The bibliography recommended for the course*

[www.prwave.ro](http://www.prwave.ro), [www.ipra.org](http://www.ipra.org), <http://www.mooc-list.com/course/public-relations-saylororg>

### 9. Corroboration of the content of the discipline with the expectations of the main representatives of the epistemic community, professional associations and employers in the field afferent to the program

- After investigating expectations of the employers has become evident that they want mostly that the communication/PR employees be able to propose, plan, implement and evaluate integrated promotion campaigns both in traditional and new media and to creatively develop social networks which allow the expansion of the visibility of the organization.

### 10. Evaluation

<sup>30</sup> At least one title must belong to the discipline team and at least one title should refer to a reference work for discipline, national and international circulation, existing in the UPT library.

<sup>31</sup> Types of application activities are those specified in footnote 5. If the discipline contains several types of applicative activities then they are sequentially in the lines of the table below. The type of activity will be in a distinct line as: "Seminar:", "Laboratory:", "Project:" and / or "Practice/training".

<sup>32</sup> At least one title must belong to the discipline team.

Type of activity	10.1 Evaluation criteria <sup>33</sup>	10.2 Evaluation methods	10.3 Share of the final grade
10.4 Course	Demonstrating theoretical and practical knowledge in online advertising	Written exam (two theoretical subjects and one practical)	66%
10.5 Applied activities	<b>S:</b> The capacity of thinking synthetically and comparatively, to critically analyze and to conceive new advertising materials	A practical subject for the written exam. Analysis of PR plans, strategies and artefacts; Portfolio consisting in producing a PR campaign	33%
	<b>L:</b>		
	<b>P<sup>34</sup>:</b>		
	<b>Pr:</b>		
<b>10.6</b> Minimum performance standard (minimum amount of knowledge necessary to pass the discipline and the way in which this knowledge is verified <sup>35</sup> )			
<ul style="list-style-type: none"> <li>Demonstrating theoretical and practical knowledge in PR and communication; demonstrating the capacity of analysis of the PR artefacts and strategies and the skills of production and promotion of a PR campaign</li> <li>Grade 5 is given for the minimal treatment of the subjects of the exam; grade 10 certifies the capacity of the student to combine information, knowledge and skills developed during the course and seminar activities with the ones acquired after individual study of the recommended bibliography.</li> </ul>			

Date of completion

Course coordinator  
(signature)

Coordinator of applied activities  
(signature)

Head of Department  
(signature)

.....  
Date of approval in the Faculty  
Council <sup>36</sup>

.....  
Dean  
(signature)

.....

.....

<sup>33</sup> Syllabus must contain the procedure for assessing the discipline, specifying the criteria, methods and forms of assessment, as well as specifying the weightings assigned to them in the final grade. The evaluation criteria shall be formulated separately for each activity foreseen in the curriculum (course, seminar, laboratory, project). They will also refer to the forms of verification (homework, papers, etc.)

<sup>34</sup> In the case where the project is not a distinct discipline, this section also specifies how the outcome of the project evaluation makes the admission of the student conditional on the final assessment within the discipline.

<sup>35</sup> It will not explain how the promotion mark is awarded.

<sup>36</sup> The endorsement is preceded by the discussion of the board's view of the study program on the discipline record.



## SYLLABUS <sup>37</sup>

**THIS COURSE UNIT IS TAUGHT IN ROMANIAN LANGUAGE**

### 7. Information about the program

1.1 Higher education institution	Politehnica University of Timisoara
1.2 Faculty <sup>38</sup> / Department <sup>39</sup>	Communication Sciences/Communication and Foreign languages
1.3 Chair	—
1.4 Field of study (name/code <sup>40</sup> )	Communication Sciences (40 30 10 60)
1.5 Study cycle	Master
1.6 Study program (name/code/qualification)	Communication, Public Relations and Digital Media /40 30 10 10 / Interdisciplinary (with Electronic and Telecommunications Engineering)

### 8. Information about the discipline

2.1 Name of discipline/ formative category <sup>41</sup>	Advertising in Digital Media						
2.2 Coordinator (holder) of course activities	Assoc. Prof. Mariana Cernicova-Buca						
2.3 Coordinator (holder) of applied activities <sup>42</sup>	Lect. dr. Daniel CIUREL						
2.4 Year of study <sup>43</sup>	II	2.5 Semester	2	2.6 Type of evaluation	E	2.7 Type of discipline <sup>44</sup>	DCAV

### 9. Total estimated time – hours / semester: direct teaching activities (fully assisted or partly assisted) and individual training activities (unassisted) <sup>45</sup>

3.1 Number of fully assisted hours / week	3 of which:	3.2 course	1	3.3 seminar / laboratory / project	2
3.1* Total number of fully assisted hours / semester	42 of which:	3.2* course	14	3.3* seminar / laboratory / project	28
3.4 Number of hours partially assisted / week	of which:	3.5 training		3.6 hours for diploma project elaboration	
3.4* Total number of hours partially assisted / semester	of which:	3.5* training		3.6* hours for diploma project elaboration	
3.7 Number of hours of unassisted activities / week	11,3 of which:	additional documentary hours in the library, on the specialized electronic platforms and on the field			3,7
		hours of individual study after manual, course support, bibliography and notes			3,7
		training seminars / laboratories, homework and papers, portfolios and essays			3,1
3.7* Number of hours of unassisted activities / semester	158 of which:	additional documentary hours in the library, on the specialized electronic platforms and on the field			52
		hours of individual study after manual, course support, bibliography and notes			52
		training seminars / laboratories, homework and papers, portfolios and essays			44
3.8 Total hours / week <sup>46</sup>	15				
3.8* Total hours /semester	200				
3.9 Number of credits	8				

### 4. Prerequisites (where applicable)

4.1 Curriculum	<ul style="list-style-type: none"> <li>Electronic systems for digital media</li> </ul>
4.2 Competencies	<ul style="list-style-type: none"> <li>Computer use in communication and delivering text and image, and also in producing advertising materials</li> </ul>

<sup>37</sup> The form corresponds to the Discipline File promoted by OMECTS 5703 / 18.12.2011 and to the requirements of the ARACIS Specific Standards valid from 01.10.2017.

<sup>38</sup> The name of the faculty which manages the educational curriculum to which the discipline belongs

<sup>39</sup> The name of the department entrusted with the discipline, and to which the course coordinator/holder belongs.

<sup>40</sup> The code provided in HG no.140 / 16.03.2017 or similar HGs updated annually shall be entered.

<sup>41</sup> Discipline falls under the educational curriculum in one of the following formative disciplines: Basic Discipline (DF), Domain Discipline (DD), Specialist Discipline (DS) or Complementary Discipline (DC).

<sup>42</sup> Application activities refer to: seminar (S) / laboratory (L) / project (P) / practice/training (Pr).

<sup>43</sup> Year of studies in which the discipline is provided in the curriculum.

<sup>44</sup> Discipline may have one of the following regimes: imposed discipline (DI), optional discipline (DO) or optional discipline (Df).

<sup>45</sup> The number of hours in the headings 3.1 \*, 3.2 \*, ..., 3.8 \* is obtained by multiplying by 14 (weeks) the number of hours in headings 3.1, 3.2, ..., 3.8. The information in sections 3.1, 3.4 and 3.7 is the verification keys used by ARACIS as: (3.1) + (3.4) ≥ 28 hours / wk. and (3.8) ≤ 40 hours / wk.

<sup>46</sup> The total number of hours / week is obtained by summing up the number of hours in points 3.1, 3.4 and 3.7.

## 5. Conditions (where applicable)

5.1 of the course	<ul style="list-style-type: none"> <li>• Course room, computer/laptop, video-projector, white board Internet connection</li> </ul>
5.2 to conduct practical activities	<ul style="list-style-type: none"> <li>• Seminar room, computer/laptop video-projector, white board, Internet connection</li> </ul>

## 6. Specific competencies acquired through this discipline

Specific competencies	<ul style="list-style-type: none"> <li>• Knowledge, correct and adequate application of theoretical notions and of fundamental practices for analysis and production of advertising materials</li> <li>• Building and using an interdisciplinary analytical tool box for defining, producing and evaluating, in a correct and adequate manner, of communication events and products in digital advertising, compared with analogous advertising</li> <li>• Using informational networks and of systems of data collecting, interpretation and management for solving problems and creative application, in accordance with a schedule of conditions for producing an advertisement in digital format</li> </ul>
Professional competencies ascribed to the specific competencies	<ul style="list-style-type: none"> <li>• CP1: Knowledge, correct and adequate application of theoretical notions and of fundamental practices specific for the field and for the specialization of master cycle</li> <li>• CP2: Digital data analysis, processing and interpreting</li> </ul>
Transversal competencies ascribed to the specific competencies	<ul style="list-style-type: none"> <li>• CT1: Development of the capacity to work as part of a team, with theoretical and applied argumentation to solve common professional tasks, in view of their effective and ethical accomplishment</li> <li>• CT2: Applying the techniques of effective multidisciplinary teamwork in accomplishing some tasks on different hierarchy ladders</li> </ul>

## 7. Objectives of the discipline (based on the grid of specific competencies acquired - pct.6)

7.1 The general objective of the discipline	<ul style="list-style-type: none"> <li>• Acquiring theoretical knowledge (concepts, theories, paradigms) in advertising and promotion field, with applicability in digital communication</li> </ul>
7.2 Specific objectives	<ul style="list-style-type: none"> <li>• Developing synthetic and comparative thinking, and critical skills in analyzing digital advertisements</li> <li>• Developing creativity for producing online specific advertising materials</li> <li>• Acquainting with roles and activities specific for teamwork and task distribution for subordinate levels with the new technologies of digital online media</li> </ul>

## 8. Content <sup>47</sup>

8.1 Course	Number of hours	Teaching methods <sup>48</sup>
1. Integrated marketing communication. The economic dimension of online advertising (payment instruments)	2	Lecture, brainstorming, interactive discussion, explanations and examples
2. Ethical and legal aspects of online advertising	2	
3. Advertising agency: roles and teamwork	2	
4. Advertising campaign on internet: objectives, budgeting and planning	2	
5. Online advertising types (banners, pop-up windows, interstitials, screensavers, newsgroups etc.)	2	
6. Trends in online advertising: Facebook, Instagram, Whatsapp and other social media	2	
7. Evaluation of the effectiveness of the online advertising campaign	2	

<sup>47</sup> It details all the didactic activities foreseen in the curriculum (lectures and seminar themes, the list of laboratory works, the content of the stages of project preparation, the theme of each practice stage). The titles of the laboratory work carried out on the stands shall be accompanied by the notation "(\*)".

<sup>48</sup> Presentation of the teaching methods will include the use of new technologies (e-mail, personalized web page, electronic resources etc.).

Bibliography <sup>49</sup> Balaban, Delia Cristina, <i>Publicitatea. De la planificarea strategică la implementarea media</i> , Polirom, Iași, 2009. Baudrillard, Jean, <i>Societatea de consum. Mituri și structuri</i> , Comunicare.ro, București, 2008. Bădău, Horia, <i>Tehnici de comunicare în Social media</i> , Polirom, 2011. Cathelat, Bernard, <i>Publicitate și societate</i> , Editura Trei, București, 2005. Cernicova-Buca Mariana, <i>Strategies for promoting sport clubs in the web 2.0 era. A Romanian view</i> , in Proceedings of the 2nd International Multidisciplinary Scientific Conference on Social Sciences and Arts SGEM 2015, pp. 902-909. Deiss, Ryan; Henneberry, Russ, <i>Digital marketing for dummies</i> , Wiley, Hoboken, 2016. Frunză, Sandu, <i>Advertising constructs reality</i> , Tritonic, București, 2014 Moraru, Mădălina, <i>Poveștile publicitare. De la inspirație la strategie</i> , Tritonic, București, 2015. Pânzaru, Florina, <i>Business storytelling: branduri și povești</i> , Tritonic, București, 2015. Scott, David Meerman, <i>Noile reguli de marketing si PR - Cum să ajungi direct la clienți prin rețelele de socializare, bloguri, comunicate de presa, site-uri video și marketing viral</i> , Publica, București, 2010 Sutherland, Max & Alice K. Sylvester, <i>De la publicitate la consumator</i> , Teora, București, 2008. Zbughea, Alexandra, Pânzaru, Florina, Galalae, Cristina, <i>Ghid esențial de promovare</i> , Tritonic, București, 2009. Weiss, Brigitte, <i>Efectele publicității. Comunicarea de piață de succes</i> , International Advertising Association, România, București, 2007. Wind, Yoram; Findiesen Hays, Catharine, <i>Beyond advertising. Creating value through all customer touchpoints</i> , Wiley, Hoboken, 2016. <a href="http://www.prwave.ro">www.prwave.ro</a> , <a href="http://horeabadau.ro/">http://horeabadau.ro/</a> , <a href="http://www.mooc-list.com/course/online-advertising-onlinead-open2study">http://www.mooc-list.com/course/online-advertising-onlinead-open2study</a> English language bibliography upon request		
<b>8.2 Applied activities</b> <sup>50</sup>	Number of hours	Teaching methods
1. The comparative analysis of online promotion of some local, national and international manufacturers	2	Inductive/deductive analysis, interactive discussion, brainstorming and role play
2. Critical analysis of different advertisements from traditional and digital media	2	
3. The adjustment of advertisements from traditional to digital media	2	
4. Ordering an advertising campaign (writing a schedule of conditions) Creating a print ad: establishing the product/service	2	
5. Conceiving an advertisement for digital media	2	Analysis, brainstorming, debate
6. Elements of construction of the video message (shots, angles, camera movements, etc.)	2	Analysis, brainstorming, debate
7. Script and storyboard of digital video advertisements	2	Analysis, brainstorming, debate
8. Types and formats of the digital advertisements	4	Analysis, brainstorming, debate
9. Editing and finishing the digital advertisement	10	Project, brainstorming, debate
Bibliography <sup>51</sup> 1. Deiss, Ryan; Henneberry, Russ, <i>Digital marketing for dummies</i> , Wiley, Hoboken, 2016. Moraru, Mădălina, <i>Poveștile publicitare. De la inspirație la strategie</i> , Tritonic, București, 2015. Șimon, Simona, <i>The Persuasive Function of Written Advertisements</i> . Casa Cărții de Știință & Ed. Orizonturi Universitare, Cluj-Napoca & Timișoara. 2014.		

**9. Corroboration of the content of the discipline with the expectations of the main representatives of the epistemic community, professional associations and employers in the field afferent to the program**

- After investigating expectations of the employers has become evident that they want mostly that the communication/PR employees be able to propose, plan, implement and evaluate integrated promotion campaigns both in traditional and new media and to creatively develop social networks which allow the expansion of the visibility of the organization.

**10. Evaluation**

<sup>49</sup> At least one title must belong to the discipline team and at least one title should refer to a reference work for discipline, national and international circulation, existing in the UPT library.

<sup>50</sup> Types of application activities are those specified in footnote 5. If the discipline contains several types of applicative activities then they are sequentially in the lines of the table below. The type of activity will be in a distinct line as: "Seminar:", "Laboratory:", "Project:" and / or "Practice/training".

<sup>51</sup> At least one title must belong to the discipline team.

Type of activity	10.1 Evaluation criteria <sup>52</sup>	10.2 Evaluation methods	10.3 Share of the final grade
10.4 Course	Demonstrating theoretical and practical knowledge in online advertising	Written exam (two theoretical subjects and one practical)	66%
10.5 Applied activities	<b>S:</b> The capacity of thinking synthetically and comparatively, to critically analyze and to conceive new advertising materials	A practical subject for the written exam. Analysis of digital advertisements; Portfolio consisting in producing a new advertisement	33%
	<b>L:</b>		
	<b>P</b> <sup>53</sup> :		
	<b>Pr:</b>		
<b>10.6</b> Minimum performance standard (minimum amount of knowledge necessary to pass the discipline and the way in which this knowledge is verified <sup>54</sup> )			
<ul style="list-style-type: none"> <li>Demonstrating theoretical and practical knowledge in online advertising; demonstrating the capacity of analysis of the digital advertisements and the skills of production and promotion of online advertisements</li> <li>Grade 5 is given for the minimal treatment of the subjects of the exam; grade 10 certifies the capacity of the student to combine information, knowledge and skills developed during the course and seminar activities with the ones acquired after individual study of the recommended bibliography.</li> </ul>			

Date of completion

Course coordinator  
(signature)

Coordinator of applied activities  
(signature)

Head of Department  
(signature)

.....  
Date of approval in the Faculty  
Council <sup>55</sup>

.....  
Dean  
(signature)

.....

.....

<sup>52</sup> Syllabus must contain the procedure for assessing the discipline, specifying the criteria, methods and forms of assessment, as well as specifying the weightings assigned to them in the final grade. The evaluation criteria shall be formulated separately for each activity foreseen in the curriculum (course, seminar, laboratory, project). They will also refer to the forms of verification (homework, papers, etc.)

<sup>53</sup> In the case where the project is not a distinct discipline, this section also specifies how the outcome of the project evaluation makes the admission of the student conditional on the final assessment within the discipline.

<sup>54</sup> It will not explain how the promotion mark is awarded.

<sup>55</sup> The endorsement is preceded by the discussion of the board's view of the study program on the discipline record.