

PRD Code	BS Code	UDS Code	SP Code
40	30	60	20

degree program me	c1c2c3 (domain)	a1a2
L	480	19

**CURRICULUM**  
Academic year 2019-2020

1st year													2nd year																																			
SEMESTER 1						SEMESTER 2						SEMESTER 3						SEMESTER 4																														
1	Introduction to communication theories L480.19.01.F1   5   E   28   14   0   0   DF   83						Introduction to public relations L480.19.02.D1   5   E   28   28   0   0   DD   69						Communication, ethics and deontology L480.19.03.F1   5   E   14   14   0   0   DF   97						Research methods in Social sciences L480.19.04.S1   5   E   28   28   0   0   DF   69																													
2	Introduction to mass-media L480.19.01.F2   5   E   28   14   0   0   DF   83						Introduction to advertising L480.19.02.D2   4   E   28   28   0   0   DD   44						Writing for PR L480.19.03.S2   5   E   28   28   0   0   DS   69						Computer-generated PR Products L480.19.04.S2   4   E   14   28   0   0   DS   58																													
3	Critical thinking L480.19.01.D3   4   E   14   28   0   0   DD   72						Written communication and presentation skills L480.19.02.D3   4   E   28   28   0   0   DD   44						Communication with the press L480.19.03.S3   4   E   14   28   0   0   DS   58						Elective 1 L480.19.04.S3-ij   4   E   28   28   0   0   DS   44																													
4	Communicative grammar E L480.19.01.F4   4   E   28   28   0   0   DF   44						Culture and civilisation in a global world E L480.19.02.F4   4   E   28   28   0   0   DF   44						Special lexis E L480.19.03.S4   4   E   28   28   0   0   DS   44						Special languages E L480.19.04.S4   4   E   28   28   0   0   DS   44																													
5	Oral communication in professional settings E L480.19.01.S5   4   D   28   0   28   0   DS   44						Written communication in professional settings E L480.19.02.S5   4   D   28   28   0   0   DS   44						Pragmatics E L480.19.03.S5   4   D   28   28   0   0   DS   44						Discourse analysis E L480.19.04.S5   4   D   28   28   0   0   DS   44																													
6	Foreign language II - F, G L480.19.01.C6   3   D   14   14   0   0   DC   47						Foreign language II - F, G L480.19.02.C6   3   D   14   14   0   0   DC   47						Foreign language II - F, G L480.19.03.C6   3   D   14   14   0   0   DC   47						Rhetoric L480.19.04.C6   3   D   14   14   0   0   DC   47																													
7	Sociology and public opinion L480.19.01.C7   3   D   14   14   0   0   DC   47						Multimedia L480.19.02.C7   4   D   14   0   28   0   DC   58						Management and marketing L480.19.03.C7   3   D   28   28   0   0   DC   19						Practice L480.19.04.S7   4   C   0   0   0   0   90   DS   10																													
8	Physical education 1 L480.19.01.C8   2   D   0   14   0   0   DC   36						Physical education 2 L480.19.02.C8   2   D   0   14   0   0   DC   36						Physical education 3 L480.19.03.C8   2   D   0   14   0   0   DC   36						Physical education 4 L480.19.04.C8   2   D   0   14   0   0   DC   36																													
9																																																
10																																																
total/sem.	hours: 294						VPI: 420						hours: 350						VPI: 350						hours: 322						VPI: 378						hours: 294						VPI: 316					
	credits: 30						evaluations: 8						credits: 30						evaluations: 8						credits: 30						evaluations: 8						credits: 30						evaluations: 8					
total/week	hours: 21												hours: 25												hours: 23												hours: 21											
	of which: 11						8   2   0   (c, s, l, p)						of which: 12						12   2   0   (c, s, l, p)						of which: 11						12   0   0   (c, s, l, p)						of which: 10						11   0   0   (c, s, l, p)					

**Professional competences:**

- Application of teamwork skills in a multidisciplinary team for solving tasks on different hierarchical levels
- Self-assessment of professional training needs for labour market inclusion and adaptation to labour market requirements
- Linguistic and cultural mediation in English, French and German

**Transversal competences:**

- Proper use of theoretical knowledge and practical skills for solving common work-related tasks in an effective, ethical way
- Elaboration and promotion of a PR product
- Specialised assistance in crisis communication management and/or conflict mediation
- Professional and institutional communication, analysis and evaluation of effective communication in English, French and German
- Identification and adequate use of the language, methodologies and specialised knowledge specific to communication sciences
- Proper use of the new information and communication technologies;
- Identification and adequate use of communication strategies, methods and techniques in the PR process

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Prof. univ. dr. Daniel-Codruț DEJICA-CARȚIȘ

Primary ranking domain (PRD Social Sciences  
 Branch of science (BS): Communication Sciences  
 Undergraduate domain of study (UDS): Communication Sciences  
 Study programme (SP): **Communication and Public Relations - on site learning**

PRD Code	BS Code	UDS Code	SP Code	degree programme	c1c2c3 (study programme)	a1a2
40	30	60	20	L	481	19

**CURRICULUM**  
 Academic year 2019-2020

		3rd year																																			
		SEMESTER 5							SEMESTER 6																												
1	Elective 2							Elective set 3																													
	L481.19.05.S1-ij	4	E	14	14	0	0	DS	40	L481.19.06.S1-ij	5	E	21	21	0	0	DS	40																			
2	PR campaigns							Elective set 4																													
	L481.19.05.S2	5	D	14	28	0	0	DS	50	L481.19.06.S2-ij	5	E	21	21	0	0	DS	40																			
3	Internal communication							Elective 5																													
	L481.19.05.S3	5	E	28	28	0	0	DS	50	L481.19.06.S3-ij	3	E	14	14	0	0	DS	30																			
4	Elective set 1							Elective 6																													
	L481.19.05.S4-ij	4	E	14	28	0	0	DS	40	L481.19.06.S4-ij	2	D	14	14	0	0	DS	30																			
5	Elective set 2							Elaboration of diploma paper																													
	L481.19.05.S5-ij	4	E	14	28	0	0	DS	40	L481.19.06.S5	5	D	0	0	0	182	DS	80																			
6	Elective 3							Graduation exam																													
	L481.19.05.S6-ij	4	D	14	28	0	0	DS	30	L481.19.06.S6	10	E	0	0	0	0	DS	60																			
7	Elective 4																																				
	L481.19.05.S7-ij	4	D	28	14	0	0	DS	30																												
total/ sem.	hours:	294			VPI:			280			hours:	322			VPI:			280																			
	credits:	30			evaluations: 7			4E, 3D			credits:	30			evaluations: 6			4E, 2D																			
total/ week	hours:	21									hours:	23																									
	of which:				9			12			0			0			(c, s, l, p)																				

\* time span 7 weeks x 26 hours of which internship 2 weeks x 26 hours; \*\*comprises: a. assessment of fundamental and specialised knowledge; b. diploma paper defence.

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**ELECTIVE SUBJECTS**  
Academic year 2019-2020

		2nd year								3rd year																						
		SEMESTER 3				SEMESTER 4				SEMESTER 5				SEMESTER 6																		
01						Elective 1 1. PR management*				Elective 2 1. Corporate image*				Elective 3 set 3 PR and Social media*																		
						L480.19.04.S3-01	4	E	28	28	0	0	DS	44	L481.19.05.S1-01	4	E	14	14	0	0	DS	40	L481.19.06.S1-01	5	E	21	21	0	0	DS	40
02						Elective 1 2. Crisis communication				Elective 2 2. Institutional protocol				Elective 4 set 3 Consumer behaviour*																		
						L480.19.04.S3-01	4	E	28	28	0	0	DS	44	L481.19.05.S1-02	4	E	14	14	0	0	DS	40	L481.19.06.S2-02	5	E	21	21	0	0	DS	40
03															Elective 1 set 1 Intercultural communication*				Elective 3 set 4 Political communication													
															L481.19.05.S4-03	4	E	14	28	0	0	DS	40	L481.19.06.S1-03	5	E	21	21	0	0	DS	40
04															Elective 2 set 1 Computer-generated PR Products*				Elective 4 set 4 Communication in project management													
															L481.19.05.S5-04	4	E	14	28	0	0	DS	40	L481.19.06.S2-04	5	E	21	21	0	0	DS	40
05															Elective 1 set 2 Organizational culture and behaviour				Elective 5 1. PR and Politics													
															L481.19.05.S4-05	4	E	14	28	0	0	DS	40	L481.19.06.S3-05	3	E	14	14	0	0	DS	30
06															Elective 2 set 2 PR for special purposes				Elective 5 2. Election campaigns*													
															L481.19.05.S5-06	4	E	14	28	0	0	DS	40	L481.19.06.S3-06	3	E	14	14	0	0	DS	30
07															Elective 3 1. Communication techniques - E*, F, G				Elective 6 1. Persuasion strategies*													
															L481.19.05.S6-07	4	D	14	28	0	0	DS	30	L481.19.06.S4-07	2	D	14	14	0	0	DS	30
08															Elective 3 2. Communication mediation - E, F, G				Elective 6 2. Audio-visual techniques													
															L481.19.05.S6-08	4	D	14	28	0	0	DS	30	L481.19.06.S4-08	2	D	14	0	14	0	DS	30
09															Elective 4 1. Corporate communication*																	
															L481.19.05.S7-09	4	D	28	14	0	0	DS	30									
10															Elective 4 2. European institutions																	
															L481.19.05.S7-10	4	D	28	14	0	0	DS	30									
11																																
12																																

**Note:** Of each set, a certain number of electives will be activated based on students' options and financial sustainability

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**OPTIONAL SUBJECTS**  
Academic year 2019 - 2020

1st year													2nd year												
SEMESTER 1						SEMESTER 2						SEMESTER 3						SEMESTER 4							
01	Educational Psychology						Pedagogy 1						Pedagogy 2						Subject didactics						
	L480.19.01.f01	5	E	28	28	0 0 f 69	L480.19.02.f01	5	E	28	28	0 0 f 69	L480.19.03.f01	5	E	28	28	0 0 f 60	L480.19.04.f01	5	E	28	28	0 0 f 60	
02							Volunteering												Social responsibility and civic activism						
							L480.19.02.f02	2	C	0	0	28 0 f 22							L480.19.04.f02	2	E	28	28	0 0 f 60	
03																			Volunteering						
																			L480.19.04.f03	2	C	0	0	28 0 f 60	
04																									
total/sem.	hours: 56	VPI: 69				hours: 84	VPI: 91				hours: 56	VPI: 60				hours: 140	VPI: 180								
	credits: 5	evaluations: 1				credits: 7	evaluations: 2				credits: 5	evaluations: 1				credits: 9	evaluations: 3								
total/week	hours: 4					hours: 6					hours: 4					hours: 10									
	of which:	2 2 0 0 (c, s, l, p)				of which:	2 2 2 0 (c, s, l, p)				of which:	2 2 0 0 (c, s, l, p)				of which:	4 4 2 0 (c, s, l, p)								

3rd year																									
SEMESTER 5						SEMESTER 6																			
01	Computer-assisted instruction						Classroom Management																		
	L481.19.05.f01	2	C	14	14	0 0 f 60	L481.19.06.f01	3	E	14	14	0 0 f 60													
02	Teaching practice (1)						Teaching practice (2)																		
	L481.19.05.f02	3	C	0	0	0 42 f 60	L481.19.06.f02	2	C	0	0	0 36 f 60													
03	Ethics and academic integrity						Graduation: Level I																		
	L481.19.05.f03	2	D	14	7	0 0 f 29	L481.19.06.f03	5	E	0	0	0 0 f 60													
							Volunteering																		
							L481.19.06.f04	2	C	0	0	28 0 f 60													
total/sem.	hours: 91	VPI: 149				hours: 92	VPI: 240																		
	credits: 7	evaluations: 3				credits: 12	evaluations: 4																		
total/week	hours: 7					hours: 7																			
	of which:	2 2 0 3 (c, s, l, p)				of which:	1 1 2 3 (c, s, l, p)																		

**Legend**

Name of subject												
Code	nc	FE	c	s	l	p	CF	VPI				

**Code** = subject code  
**nc** = number of ECTS credits  
**FE** = form of evaluation  
**FE** ∈ {E, D, C, P-E, P-D}  
**E**=exam  
**D**=distributed assessment  
**C**=colloquy  
**P - E** - portfolio assessment similar to exam  
**P - D** - portfolio assessment similar to distributed assessment  
**c**=course hours /semester  
 (\*) - electives activated in the academic year 2019 - 2020

**s**=seminar hours  
**l**=laboratory hours  
**p**=portfolio hours  
**CF**= discipline category  
**CF** ∈ {DC, DD, DF, DS}  
**DC** - complementary discipline  
**DD** - domain discipline  
**DF** - fundamental discipline  
**DS** - specialism discipline  
**VPI** = time needed for self-study  
**Example**

Introduction to communication theories												
L480.19.01.F1	5	E	28	14	0	0	DF	83				

E = English; F = French; G = German