

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

degree programme	c1c2c3 (domain)	a1a2
L	480	20

CURRICULUM
Academic year 2020-2021

	1st year										2nd year																										
	SEMESTER 1					SEMESTER 2					SEMESTER 3					SEMESTER 4																					
1	Introduction to communication theories					Introduction to public relations					Communication, ethics and deontology					Research methods in Social sciences																					
	L480.20.01.F1	5	E	28	14	0	0	0	DF	83	L480.20.02.D1	5	E	28	28	0	0	DD	69	L480.20.03.F1	5	E	14	14	0	0	DF	97	L480.20.04.S1	5	E	28	28	0	0	DF	69
2	Introduction to mass-media					Introduction to advertising					Writing for PR					Computer-generated PR Products																					
	L480.20.01.F2	5	E	28	14	0	0	0	DF	83	L480.20.02.D2	4	E	28	28	0	0	DD	44	L480.20.03.S2	5	E	28	28	0	0	DS	69	L480.20.04.S2	4	E	14	28	0	0	DS	58
3	Critical thinking					Written communication and presentation skills					Communication with the press					Elective 1																					
	L480.20.01.D3	4	E	14	28	0	0	0	DD	72	L480.20.02.D3	4	E	28	28	0	0	DD	44	L480.20.03.S3	4	E	14	28	0	0	DS	58	L480.20.04.S3-ij	4	E	28	28	0	0	DS	44
4	Communicative grammar E					Culture and civilisation in a global world E					Special lexis E					Special languages E																					
	L480.20.01.F4	4	E	28	28	0	0	0	DF	44	L480.20.02.F4	4	E	28	28	0	0	DF	44	L480.20.03.S4	4	E	28	28	0	0	DS	44	L480.20.04.S4	4	E	28	28	0	0	DS	44
5	Oral communication in professional settings E					Written communication in professional settings E					Pragmatics E					Discourse analysis E																					
	L480.20.01.S5	4	D	28	0	28	0	0	DS	44	L480.20.02.S5	4	D	28	28	0	0	DS	44	L480.20.03.S5	4	D	28	28	0	0	DS	44	L480.20.04.S5	4	D	28	28	0	0	DS	44
6	Foreign language II - F, G					Foreign language II - F, G					Foreign language II - F, G					Rhetoric																					
	L480.20.01.C6	3	D	14	14	0	0	0	DC	47	L480.20.02.C6	3	D	14	14	0	0	DC	47	L480.20.03.C6	3	D	14	14	0	0	DC	47	L480.20.04.C6	3	D	14	14	0	0	DC	47
7	Sociology and public opinion					Multimedia					Management and marketing					Practice																					
	L480.20.01.C7	3	D	14	14	0	0	0	DC	47	L480.20.02.C7	4	D	14	0	28	0	DC	58	L480.20.03.C7	3	D	28	28	0	0	DC	19	L480.20.04.S7	4	C	0	0	0	90	DS	10
8	Physical education 1					Physical education 2					Physical education 3					Physical education 4																					
	L480.20.01.C8	2	D	0	14	0	0	0	DC	36	L480.20.02.C8	2	D	0	14	0	0	DC	36	L480.20.03.C8	2	D	0	14	0	0	DC	36	L480.20.04.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

RECTOR,
Assoc.prof.dr.eng. Florin DRĂGAN

DEAN,
Prof. dr. Daniel-Codruț DEJICA-CARȚIȘ

ELECTIVE SUBJECTS
Academic year 2020-2021

		2nd year										3rd year																					
		SEMESTER 3					SEMESTER 4					SEMESTER 5					SEMESTER 6																
01							Elective 1 1. PR management*					Elective 2 1. Event management*					Elective 7 Visual communication*																
							L480.20.04.S3-	4	E	28	28	0	0	DS	44	L481.20.05.S1-	5	E	14	28	0	7	DS	76	L481.20.06.S4-01	5	D	21	21	0	0	DS	83
02							Elective 1 2. Crisis communication					Elective 2 2. Institutional protocol					Elective 7 Communication in European institutions																
							L480.20.04.S3-	4	E	28	28	0	0	DS	44	L481.20.05.S1-	5	E	14	28	0	7	DS	76	L481.20.06.S4-02	5	D	21	21	0	0	DS	83
03												Elective 3 PR campaigns*																					
																L481.20.05.S2-	5	E	14	28	0	7	DS	76									
04												Elective 3 Corporate image																					
																L481.20.05.S2-	5	E	14	28	0	7	DS	76									
05												Elective 4 Election campaigns*																					
																L481.20.05.S3-	2	E	14	7	0	0	DS	29									
06												Elective 4 Ethics and academic integrity																					
																L481.20.05.S3-	2	E	14	7	0	0	DS	29									
07												Elective 5 Internal communication*																					
																L481.20.05.S4-	6	E	28	28	0	7	DS	87									
08												Elective 5 Career guidance in PR																					
																L481.20.05.S4-	6	E	28	28	0	7	DS	87									
09												Elective 6 Consumer behaviour*																					
																L481.20.05.S5-01	5	D	14	28	0	0	DS	83									
10												Elective 6 Corporate communication																					
																L481.20.05.S5-	5	D	14	28	0	0	DS	83									
11																																	
12																																	

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

RECTOR,
Assoc.prof.dr.eng. Florin DRAGAN

DEAN,
Prof. dr. Daniel-Codruț DEJICA-CARTIȘ

OPTIONAL SUBJECTS
Academic year 2020 - 2021

		1st year										2nd year													
		SEMESTER 1					SEMESTER 2					SEMESTER 3					SEMESTER 4								
01	Educational Psychology						Pedagogy I (The Fundamentals of Pedagogy. Curriculum Theory and Methodology)					Pedagogy II (Instruction Theory and Methodology. Assessment Theory and Methodology)					Didactics of Specialisation								
	L480.20.01.f01	5	E	28	28	0 0 f 69	L480.20.02.f01	5	E	28	28	0 0 f 69	L480.20.03.f01	5	E	28	28	0 0 f 69	L480.20.04.f01	5	E	28	28	0 0 f 69	
02							Volunteering										Social responsibility and civic activism								
							L480.20.02.f02	2	C	0	0	28	0	f	22						L480.20.04.f02	2	E	28	28
03																	Volunteering								
																	L480.20.04.f03	2	C	0	0	28	0	f	22
04																	Foreign language II - F, G								
																	L480.20.04.f04	3	D	0	28	0 0 f 30			
total/sem.	hours: 56	VPI: 69			hours: 84					VPI: 91			hours: 56			VPI: 69			hours: 140			VPI: 190			
	credits: 5	evaluations: 1			credits: 7					evaluations: 2			credits: 5			evaluations: 1			credits: 12			evaluations: 4			
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 Training						Classroom Management															
	L481.20.05.f01	2	C	14	14	0 0 f 22	L481.20.06.f01	3	E	14	14	0 0 f 60										
02	Teaching Practice in Compulsory Pre-University Education (1)						Teaching Practice in Compulsory Pre-University Education (2)															
	L481.20.05.f02	3	C	0	0	0 42 f 60	L481.20.06.f02	2	C	0	0	0 36 f 60										
03							Graduation: Level I															
							L481.20.06.f03	5	E	0	0	0 0 f 60										
							Volunteering															
							L481.20.06.f04	2	C	0	0	28 0 f 60										
total/sem.	hours: 70	VPI: 82			hours: 92					VPI: 240												
	credits: 5	evaluations: 2			credits: 12					evaluations: 4												
total/week	hours: 5				hours: 7																	
	of which:	1 1 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

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									
L480.20.01.F1	5	E	28	14	0	0	DF	83	

(*) - electives activated in the academic year 2020 - 2021

E = English; F = French; G = German