

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
40	30	60	20

degree programm e	c1c2c3 (domain)	a1a2
L	480	24

**CURRICULUM**  
Academic year 2024-2025

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																													
	L480.24.01.F1	5	E	28	14	0 0 0	DF	83	L480.24.02.D1	5	E	28	28	0	0	0	DD	69	L480.24.03.F1	5	E	14	14	0	0	0	DF	97	L480.24.04.S1	5	E	28	28	0	0	0	DF	69										
2	Introduction to mass-media						Introduction to advertising						Writing for PR						Computer-generated PR Products																													
	L480.24.01.F2	5	E	28	14	0 0 0	DF	83	L480.24.02.D2	4	E	28	28	0	0	0	DD	44	L480.24.03.S2	5	E	28	28	0	0	0	DS	69	L480.24.04.S2	4	E	14	28	0	0	0	DS	58										
3	Critical thinking						Written communication and presentation skills						Communication with the press						Elective 1																													
	L480.24.01.D3	4	E	14	28	0 0 0	DD	58	L480.24.02.D3	4	E	28	28	0	0	0	DD	44	L480.24.03.S3	4	E	14	28	0	0	0	DS	58	L480.24.04.S3-ij	4	E	28	28	0	0	0	DS	44										
4	Communicative grammar E						Culture and civilisation in a global world E						Special lexis E						Special languages E																													
	L480.24.01.F4	4	E	28	28	0 0 0	DF	44	L480.24.02.F4	4	E	28	28	0	0	0	DF	44	L480.24.03.S4	4	E	28	28	0	0	0	DS	44	L480.24.04.S4	4	E	28	28	0	0	0	DS	44										
5	Oral communication in professional settings E						Written communication in professional settings E						Pragmatics E						Discourse analysis E																													
	L480.24.01.S5	4	D	28	0	28	0	DS	44	L480.24.02.S5	4	D	28	28	0	0	DS	44	L480.24.03.S5	4	D	28	28	0	0	0	DS	44	L480.24.04.S5	4	D	28	28	0	0	0	DS	44										
6	Foreign language II - F, G						Foreign language II - F, G						Foreign language II - F, G						Rhetoric																													
	L480.24.01.C6	3	D	14	14	0 0 0	DC	47	L480.24.02.C6	3	D	14	14	0	0	0	DC	47	L480.24.03.C6	3	D	14	14	0	0	0	DC	47	L480.24.04.C6	3	D	14	14	0	0	0	DC	47										
7	Sociology and public opinion						Multimedia						Management and marketing						Practice																													
	L480.24.01.C7	3	D	14	14	0 0 0	DC	47	L480.24.02.C7	4	D	14	0	28	0	0	DC	58	L480.24.03.C7	3	D	28	28	0	0	0	DC	19	L480.24.04.S7	4	C	0	0	0	90	DS	10											
8	Physical education 1						Physical education 2						Physical education 3						Physical education 4																													
	L480.24.01.C8	2	D	0	14	0 0 0	DC	36	L480.24.02.C8	2	D	0	14	0	0	0	DC	36	L480.24.03.C8	2	D	0	14	0	0	0	DC	36	L480.24.04.C8	2	D	0	14	0	0	0	DC	36										
9																																																
10																																																
total/ sem.	hours:	308					VPI:	442					hours:	364					VPI:	386					hours:	336					VPI:	414					hours:	308					VPI:	352				
	credits:	30					evaluations:	8					credits:	30					evaluations:	8					credits:	30					evaluations:	8					credits:	30					evaluations:	8				
total/ week	hours:	22											hours:	26											hours:	24											hours:	22										
	of which:						11 9 2 0 0 (c, s, l, p)					of which:						12 12 2 0 (c, s, l, p)					of which:						11 13 0 0 (c, s, l, p)					of which:						10 12 0 0 (c, s, l, p)								

RECTOR,  
Assoc. Prof. Florin DRĂGAN, PhD

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



**ELECTIVE SUBJECTS**  
Academic year 2024-2025

		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*															
							L480.24.04.S3-01	4	E	28	28	0	0	DS	44	L480.24.05.S1-01	5	E	14	28	0	7	DS	76	L480.24.06.S4-01	5	D	21	21	0	0	DS
02							Elective 1 2. Crisis communication					Elective 2 2. Institutional protocol					Elective 7 Communication in European institutions															
							L480.24.04.S3-01	4	E	28	28	0	0	DS	44	L480.24.05.S1-02	5	E	14	28	0	7	DS	76	L480.24.06.S4-02	5	D	21	21	0	0	DS
03												Elective 3 PR campaigns*																				
																L480.24.05.S2-01	5	E	14	28	0	7	DS	76								
04												Elective 3 Corporate image																				
																L480.24.05.S2-02	5	E	14	28	0	7	DS	76								
05												Elective 4 Election campaigns*																				
																L480.24.05.S3-01	2	E	14	7	0	0	DS	29								
06												Elective 4 Ethics and academic integrity																				
																L480.24.05.S3-02	2	E	14	7	0	0	DS	29								
07												Elective 5 Internal communication*																				
																L480.24.05.S4-01	6	E	28	28	0	7	DS	87								
08												Elective 5 Career guidance in PR																				
																L480.24.05.S4-02	6	E	28	28	0	7	DS	87								
09												Elective 6 Consumer behaviour*																				
																L480.24.05.S5-01	5	D	14	28	0	0	DS	83								
10												Elective 6 Corporate communication																				
																L480.24.05.S5-02	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

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**OPTIONAL SUBJECTS**  
Academic year 2024 - 2025

1st year												2nd year												
SEMESTER 1						SEMESTER 2						SEMESTER 3						SEMESTER 4						
01	Educational Psychology						Pedagogy 1						Pedagogy 2						Subject didactics					
	L480.24.01.f01	5	E	28	28	0 0 f 69	L480.24.02.f01	5	E	28	28	0 0 f 69	L480.24.03.f01	5	E	28	28	0 0 f 69	L480.24.04.f01	5	E	28	28	0 0 f 69
02							Volunteering												Social responsibility and civic activism					
							L480.24.02.f02	2	C	0	0	28 0 f 22							L480.24.04.f02	2	E	28	28	0 0 f 0
03																			Volunteering					
																			L480.24.04.f03	2	C	0	0	28 0 f 22
04																			Foreign language II - F, G					
																			L480.24.04.f04	3	D	0	28	0 0 f 47
total/sem.	hours: 56	VPI: 69				hours: 84	VPI: 91				hours: 56	VPI: 69				hours: 168	VPI: 138							
	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: 12								
	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	6	2	0	(c, s, l, p)				

3rd year																		
SEMESTER 5						SEMESTER 6												
01	Computer-assisted training						Classroom management											
	L480.24.05.f01	2	C	14	14	0 0 f 22	L480.24.06.f01	3	E	14	14	0 0 f 47						
02	Teaching practice in compulsory pre-university education (1)						Teaching practice in compulsory pre-university education (2)											
	L480.24.05.f02	3	C	0	42	0 0 f 33	L480.24.06.f02	2	C	0	36	0 0 f 14						
03							Pass-graduation exam - 1st Level											
							L480.24.06.f03	5	E	0	0	0 0 f 125						
							Volunteering											
							L480.24.06.f04	2	C	0	0	28 0 f 22						
total/sem.	hours: 70	VPI: 55				hours: 92	VPI: 208											
	credits: 5	evaluations: 2				credits: 12	evaluations: 4											
total/week	hours: 5					hours: 7												
	of which: 1	4	0	0	(c, s, l, p)	of which: 1	4	2	0	(c, s, l, p)								

**Legend**

Name of subject	s=seminar hours
Code	l=laboratory hours
nc	p=portfolio hours
FE	CF= discipline category
c	CF∈(DC, DD, DF, DS)
s	DC - complementary discipline
l	DD - domain discipline
p	DF - fundamental discipline
CF	DS - specialism discipline
VPI	VPI = time needed for self-study

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 2024 - 2025

**Example**

Introduction to communication theories											
L480.24.01.F1	5	E	28	14	0	0	DF	83			

E = English; F = French; G = German