

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

Undergraduate study programme: Communication and Public Relations

Domain of study: **Communication Sciences**

General information

Entry requirements: Baccalaureate degree, file-based admission contest

Length of study: 3 years (6 semesters), 180 ECTS credits

Title awarded: Bachelor's degree in Communication Sciences

Domain description

Communication Sciences hold a distinct position in the area of socio-humanities, offering solutions to the effective accomplishment of interpersonal, professional and societal relations. In contemporary society, communication has become one of the key issues together with concepts such as identity, image, relation, mediation or significance. The recognition of the importance of communication has as visible consequences, such as the emergence of the profession *communicator* (PR specialist, PR manager or image adviser – occupations certified by the Romanian Classification of Occupations and recognized in most developed countries). As a result, the domain is addressed extensively in study programmes aimed at producing communication specialists - prospective employees in public institutions, firms and companies, local, national and international NGOs, etc. The main responsibilities of communication and PR specialists include designing communication channels and strategies for various purposes, managing internal communication, promoting institutional achievements, creating and promoting corporate image, and managing communication campaigns.

Competences and knowledge acquired:

Competences characteristic of national undergraduate programmes in the field of Communication and Public relations:

identification and adequate use of communication sciences-specific language, methodologies and specialised knowledge; deployment of the new information and communication technologies; identification and adequate use of communication strategies, methods and techniques in the PR process; execution and promotion of a PR product; specialised assistance in managing crisis communication and/or communication conflicts.

Additional competences offered by the Faculty of Communication Sciences: professional and institutional communication, analysis and evaluation of effective communication in English, French and German; linguistic and cultural mediation in English, French and German.

Disciplines:

- Introduction to communication theories;
- Communication in social contexts;
- Introduction to advertising;
- Fundamentals of Public Relations;
- Media relations;
- PR management;
- Corporate image;
- PR campaigns;
- PR and Social media;
- PR and Politics;
- Computer-generated PR products;
- Foreign languages (English, French and German);
- Specialized communication (English, French and German);
- Communication techniques (English, French, and German);
- Communication mediation (English, French and German).

Communication Sciences at Politehnica University of Timișoara

The undergraduate domain **Communication Sciences** was first implemented in Politehnica University of Timișoara in 2003 via the bachelor programme **Social Communication and Public Relations**, with the first generation of graduates in 2007. In 2004, the name of the programme changed into **Communication and Public Relations**. The programme **Communication and Public Relations** is accredited as a trusted study programme by ARACIS (i.e. The Romanian Agency for Quality Assurance in Higher Education) Council's Decision/26.07.2012.

Mission

Its mission is to shape university graduates able to activate as PR and communication experts performing profession-specific tasks in institutions, companies, political parties and organizations, NGOs, etc. They will acquire competences and skills in areas such as corporate image, conflict management, negotiation, production of written and audiovisual messages in Romanian and two foreign languages.

Career opportunities

Future graduates can become: PR officers; corporate affairs officers; media relations officers, media planners, media buyers; experts in communication auditing; spokespersons; event organizers; brand managers; crisis managers; copywriters; account managers; PR consultants; corporate publishers; marketing consultants; HR consultants.



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