

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 - distance learning**

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

degree programm e	c1c2c3 (domain)	a1a2
L	480	23

**CURRICULUM**  
Academic year 2023-2024

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																			
	L480.23.01.F1	5	E	28	14	0	0	DF	83	L480.23.02.D1	5	E	28	28	0	0	DD	69	L480.23.03.F1	5	E	14	14	0	0	DF	97	L480.23.04.S1	5	E	28	28	0	0	DF	69
2	Introduction to mass-media					Introduction to advertising						Writing for PR					Computer-generated PR Products																			
	L480.23.01.F2	5	E	28	14	0	0	DF	83	L480.23.02.D2	4	E	28	28	0	0	DD	44	L480.23.03.S2	5	E	28	28	0	0	DS	69	L480.23.04.S2	4	E	14	28	0	0	DS	58
3	Critical thinking					Written communication and presentation skills						Communication with the press					Elective 1																			
	L480.23.01.D3	4	E	14	28	0	0	DD	58	L480.23.02.D3	4	E	28	28	0	0	DD	44	L480.23.03.S3	4	E	14	28	0	0	DS	58	L480.23.04.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																			
	L480.23.01.F4	4	E	28	28	0	0	DF	44	L480.23.02.F4	4	E	28	28	0	0	DF	44	L480.23.03.S4	4	E	28	28	0	0	DS	44	L480.23.04.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																			
	L480.23.01.S5	4	D	28	0	28	0	DS	44	L480.23.02.S5	4	D	28	28	0	0	DS	44	L480.23.03.S5	4	D	28	28	0	0	DS	44	L480.23.04.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																			
	L480.23.01.C6	3	D	14	14	0	0	DC	47	L480.23.02.C6	3	D	14	14	0	0	DC	47	L480.23.03.C6	3	D	14	14	0	0	DC	47	L480.23.04.C6	3	D	14	14	0	0	DC	47
7	Sociology and public opinion					Multimedia						Management and marketing					Practice																			
	L480.23.01.C7	3	D	14	14	0	0	DC	47	L480.23.02.C7	4	D	14	0	28	0	DC	58	L480.23.03.C7	3	D	28	28	0	0	DC	19	L480.23.04.S7	4	C	0	0	0	90	DS	10
8	Physical education 1					Physical education 2						Physical education 3					Physical education 4																			
	L480.23.01.C8	2	D	0	14	0	0	DC	36	L480.23.02.C8	2	D	0	14	0	0	DC	36	L480.23.03.C8	2	D	0	14	0	0	DC	36	L480.23.04.C8	2	D	0	14	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 (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 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. Florin DRĂGAN, PhD

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

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**CURRICULUM**  
Academic year 2023-2024

		<b>3rd year</b>																																	
		<b>SEMESTER 5</b>					<b>SEMESTER 6</b>																												
1	Elective 2					Interpersonal communication																													
	L480.23.05.S1-ij	5	E	14	28	0	7	DS	76	L480.23.06.S1	5	E	21	21	0	0	DS	83																	
2	Elective 3					PR for specific purposes																													
	L480.23.05.S2-ij	5	E	14	28	0	7	DS	76	L480.23.06.S2	5	E	21	21	0	0	DS	83																	
3	Elective 4					PR and Social media																													
	L480.23.05.S3-ij	2	E	14	7	0	0	DS	29	L480.23.06.S3	5	D	21	21	0	0	DS	83																	
4	Elective 5					Elective 7																													
	L480.23.05.S4-ij	6	E	28	28	0	7	DS	87	L480.23.06.S4-ij	5	D	21	21	0	0	DS	83																	
5	Elective 6					Elaboration of diploma paper*																													
	L480.23.05.S5-ij	5	D	14	28	0	0	DS	83	L480.23.06.S5	10	D	0	0	0	0	DS	180																	
6	Linguistic and cultural mediation E					Graduation exam**																													
	L480.23.05.S6	4	D	28	28	0	0	DS	44	L480.23.06.S6	10	E	0	0	0	0	DS	250																	
7	Legal issues in communication																																		
	L480.23.05.C7	3	D	14	14	0	0	DC	47																										
total/ sem.	hours:	308			VPI:	442				hours:	238			VPI:	512																				
	credits:	30			evaluations: 7	4E, 3D				credits:	30			evaluations: 6	3E, 3D																				
total/ week	hours:	22							hours:	17																									
	of which:	9	11,5	0	1,5	(c, s, l, p)				of which:	6	6	0	5	(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 2023-2024

		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*															
							L480.23.04.S3-01	4	E	28	28	0	0	DS	44	L480.23.05.S1-01	5	E	14	28	0	7	DS	76	L480.23.06.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															
							L480.23.04.S3-01	4	E	28	28	0	0	DS	44	L480.23.05.S1-02	5	E	14	28	0	7	DS	76	L480.23.06.S4-02	5	D	21	21	0	0	DS
03												Elective 3 PR campaigns*																				
												L480.23.05.S2-01	5	E	14	28	0	7	DS	76												
04												Elective 3 Corporate image																				
												L480.23.05.S2-02	5	E	14	28	0	7	DS	76												
05												Elective 4 Election campaigns*																				
												L480.23.05.S3-01	2	E	14	7	0	0	DS	29												
06												Elective 4 Ethics and academic integrity																				
												L480.23.05.S3-02	2	E	14	7	0	0	DS	29												
07												Elective 5 Internal communication																				
												L480.23.05.S4-01	6	E	28	28	0	7	DS	87												
08												Elective 5 Career guidance in PR*																				
												L480.23.05.S4-02	6	E	28	28	0	7	DS	87												
09												Elective 6 Consumer behaviour																				
												L480.23.05.S5-01	5	D	14	28	0	0	DS	83												
10												Elective 6 Corporate communication*																				
												L480.23.05.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 2023 - 2024

1st year												2nd year												
SEMESTER 1						SEMESTER 2						SEMESTER 3						SEMESTER 4						
01	Educational Psychology						Pedagogy 1						Pedagogy 2						Subject didactics					
	L480.23.01.f01	5	E	28	28	0 0 f 69	L480.23.02.f01	5	E	28	28	0 0 f 69	L480.23.03.f01	5	E	28	28	0 0 f 69	L480.23.04.f01	5	E	28	28	0 0 f 69
02							Volunteering												Social responsibility and civic activism					
							L480.23.02.f02	2	C	0	0	28 0 f 22							L480.23.04.f02	2	E	28	28	0 0 f 0
03																			Volunteering					
																			L480.23.04.f03	2	C	0	0	28 0 f 22
04																			Foreign language II - F, G					
																			L480.23.04.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	0	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											
	L480.23.05.f01	2	C	14	14	0 0 f 22	L480.23.06.f01	3	E	14	14	0 0 f 47						
02	Teaching practice in compulsory pre-university education						Teaching practice in compulsory pre-university education											
	L480.23.05.f02	3	C	0	42	0 0 f 33	L480.23.06.f02	2	C	0	36	0 0 f 14						
03							Pass-graduation exam - 1st Level											
							L480.23.06.f03	5	E	0	0	0 0 f 125						
							Volunteering											
							L480.23.06.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 2023 - 2024

**Example**

Introduction to communication theories												
L480.23.01.F1	5	E	28	14	0	0	DF	83				

E = English; F = French; G = German