

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	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
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
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
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
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
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
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
9																																					
10																																					
total/ sem.	hours:	308			VPI:			442	hours:	364			VPI:			386	hours:	336			VPI:			414	hours:	308			VPI:			352					
	credits:	30			evaluations: 8			4E, 4D	credits:	30			evaluations: 8			4E, 4D	credits:	30			evaluations: 8			4E, 4D	credits:	30			evaluations: 8			4E, 3D, 1C					
total/ week	hours:	22							hours:	26							hours:	24							hours:	22											
	of which:				11			9	of which:				12			12	of which:				11			13	of which:				10			12					

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												
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 2024 - 2025

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												
L480.24.01.F1	5	E	28	14	0	0	DF	83				

E = English; F = French; G = German