

PRD Code	BS Code	PDS_M Code
40	30	10

degree programme	c1c2c3 (domain)	a1a2
M	481	19

CURRICULUM
 Academic year 2019 - 2020
1st YEAR

	SEMESTER 1										SEMESTER 2											
1	Electronic systems for digital media										Digital media											
	M481.19.01.A1	5	E	28	0	28	0	0	0	DA	83	M481.19.02.V1	7	E	28	0	0	28	0	DCAV	119	
2	Public relations. Principles and practices										Discourse principles and strategies											
	M481.19.01.V2	6	E	28	0	28	0	0	0	DCAV	108	M481.19.02.V2	6	E	28	28	0	0	0	DCAV	94	
3	Foreign language for PR (English*/French/German)										Foreign language for digital media (English*/French/German)											
	M481.19.01.A3	6	D	14	28	0	0	0	0	DA	108	M481.19.02.V3	6	D	14	0	28	0	0	DCAV	108	
4	Internship 1: 2 weeks x 40 hours/week										Internship 2: 2 weeks x 40 hours/week											
	M481.19.01.S4	5	C	0	0	0	10	80	0	DS	35	M481.19.02.S4	5	C	0	0	0	10	80	0	DS	35
5	Elective 1										Elective 2											
	M481.19.01.V5	5	E	28	0	0	14	0	0	DCAV	83	M481.19.02.A5	6	D	28	14	0	0	0	DA	108	
6	Ethics and academic integrity																					
	M481.19.01.C6	3	D	14	7	0	0	0	0	DC	54											
7																						
8																						
9																						
total / semester	VAi:	227				VPI:	471				VAi:	206				VPI:	464					
	VA (VAi+VAp):	307				VCA (VA+VPI):	778				VA (VAi+VAp):	286				VCA (VA+VPI):	750					
	credits:	30				evaluations:	3E,2D,1C				credits:	30				evaluations:	2E,2D,1C					
total / week	VAi:	16.2				VPI:	33.6				VAi:	14.7				VPI:	33.1					
	VA (VAi+VAp):	21.9				VCA (VA+VPI):	55.5				VA (VAi+VAp):	20.4				VCA (VA+VPI):	53.6					
	of which:						4 3 0 2 6 (c, s, l, p, VAp)				of which:						7 3 2 3 6 (c, s, l, p, VAp)					

CURRICULUM
 Academic year 2019 - 2020
2nd YEAR

	SEMESTER 3										SEMESTER 4										
1	Telecommunications technologies										Practice / Research activities 7 weeks x 14 hours/weeks										
	M481.19.03.A1	8	E	28	0	14	14	0	0	DA	144	M481.19.04.S1	10	D	0	0	0	98	0	DS	152
2	Web Tehnologies										Elaboration of dissertation paper 7 weeks x 14 hours/weeks										
	M481.19.03.V2	7	E	28	0	14	14	0	0	DCAV	119	M481.19.04.S2	10	C	0	0	0	98	0	DS	152
3	Digital media advertising										Dissertation exam										
	M481.19.03.V3	8	E	28	0	14	0	0	0	DCAV	158	M481.19.04.S3	10	E	0	0	0	0	0	DS	
4	Elective 3																				
	M481.19.03.A4	7	D	28	0	0	14	0	0	DA	133										
total / semester	VAi:	196				VPI:	554				VAi:	196				VPI:	304				
	VA (VAi+VAp):	196				VCA (VA+VPI):	750				VA (VAi+VAp):	196				VCA (VA+VPI):	500				
	credits:	30				evaluations:	3E,1D				credits:	30				evaluations:	1E,1D,1C				
total / week	VAi:	14				VPI:	40				VAi:	14				VPI:	21.7				
	VA (VAi+VAp):	14				VCA (VA+VPI):	54				VA (VAi+VAp):	14				VCA (VA+VPI):	35.7				
	of which:						8 0 3 3 0 (c, s, l, p, VAp)				of which:						0 0 0 14 0 (c, s, l, p, VAp)				

Professional competences:

- Identification and proper use of the theoretical knowledge and fundamental practices specific to the domain and to the specialization of the MSc programme;
- Deployment of the electronic and technical calculus equipment for the analysis, processing and interpretation of information in telecommunications systems and signals, including digital images;
- Development and deployment of an interdisciplinary analytic set of tools for the proper identification, production and evaluation of the communication events and products in the field of PR;
- Deployment of information networks and of data collection, processing and management systems for problem solving and creative applications, in accord with the communication situation;
- Analysis, processing and interpretation of digital data.

Transversal competences:

- Development of networking, cooperation, teamwork and interdisciplinary cooperation skills specific to traditional and digital media
- Development of synthetic, comparative and critical thinking, and of adaptability and communication skills to tackle new situations
- Development of management and organizational skills, of innovation and research skills, and of the ability to take initiative and to identify one's lifelong learning needs

Additional competences:

- Pertinent and proficient association of information and practices from two different domains (communication and telecommunications technologies);
- Proper selection, adaptation, management and application of the transdisciplinary investigative system for innovative and effective problem-solving
- Providing innovative technological solutions to ensure effective communication.

ELECTIVE SUBJECTS

1st YEAR

SEMESTER 1											SEMESTER 2										
01	Elective 1 1. Research and design methodology*										Elective 2 1. Advanced research methods in PR*										
	M481.19.01.V5-01	5	E	28	0	0	14	0	DCAV	83	M481.19.02.A5-01	6	D	28	14	0	0	0	0	DA	108
02	Elective 1 2. E-services										Elective 2 2. Strategic positioning and online/ offline reputation of organisations										
	M481.19.01.V5-02	5	E	28	0	0	14	0	DCAV	83	M481.19.02.A5-02	6	D	28	14	0	0	0	0	DA	108
03																					
04																					

2nd YEAR

SEMESTER 3											SEMESTER 4										
01	Elective 3 1. Research and design methodology																				
	M481.19.03.A4-01	7	D	28	14	0	0	0	DA	133											
02	Elective 3 2. E-media design*																				
	M481.19.03.A4-02	7	D	28	14	0	0	0	DA	133											

Legend											Example										
Name of subject											Public relations. Principles and practices										
Code	nc	FE	c	s	l	p	VAp	CF	VPI		M481.19.01.V2	6	E	28	14	0	0	0	0	DCAV	108
<p>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=oral exam c=course hours /semester s=seminar hours l=laboratory hours p=portfolio hours VAp=time needed for partially assisted activities</p>											<p>CF= subject category CF={DA, DCAV, DS,DC} DA - comprehensive subject DCAV - advanced knowledge subject DS - synthesis subject DC - complementary subject VPI = time needed for self-study during a 14-week semester + a 4-week exam session</p> <p>VAl - time needed for fully assisted activities=c+s+l+p VA - time needed for both fully and partially assisted activities VCA - total time needed for all activities = VA+VPI</p>										
(*) - electives activated in the academic year 2019 - 2020																					

RECTOR,
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DEAN,
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