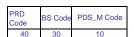
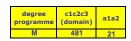
Politehnica University of Timişoara

Faculty: Communication Sciences
Postgraduate (MSc) study programme: Communication, Public Relations and Digital Media

Form of education: on site

Length of study: 2 years
Primary ranking domain (PRD): Social Sciences
Branch of science (BS): Communication Sciences
Postgraduate (MSc) domain of study (PDS_M): Communication Sciences





CURRICULUM Academic year 2021-2022 1ct VFAR

									150	YEAR											
			SEMESTER 2																		
1		Electr	onic	system	s for	digital m	nedia				Digital media										
·	M481.21.01.A1	5	Ε	28	0	28	0	0	DA	83	M481.21.02.V1	7	Е	28	0	0	28	0	DCAV	119	
2	Pu	Discourse principles and strategies																			
_	M481.21.01.V2	6	Е	28	28	0	0	0	DCAV	108	M481.21.02.V2	6	Е	28	28	0	0	0	DCAV	94	
3	Foreign	Foreign lar	ngua	ge for	digita	me	dia ((Engl	lish*/l	French/Gerr	nan)										
3	M481.21.01.A3	6	D	14	28	0	0	0	DA	108	M481.21.02.V3	6	D	14	0	28	0	0	DCAV	108	
4	In	terns			Internship 2: 2 weeks x 40 hours/week																
ř	M481.21.01.S4	5	С	0	0	0	10	80	DS	35	M481.21.02.S4	5	С	0	0	0	10	80	DS	35	
5						Elective 2															
	M481.21.01.V5-ij	5	Е	28	0	0	14	0	DCAV	83	M481.21.02.A5-ij	6	D	28	14	0	0	0	DA	108	
6																					
Ŭ	M481.21.01.C6	3	D	14	7	0	0	0	DC	54											
7						•															
-								<u> </u>													
8							,														
		<u> </u>						<u> </u>				<u> </u>									
9		11				1	1		ı						_						
-	VAi:	2:	27	VPI:				<u> </u>	<u> </u>	471	VAi: 206 VPI:							464			
total /	VA (VAi+VAp):	3		VCA (/A+V	PI):					VA (VAi+VAp):			VCA (VA+	VPI):				750	
semester	credits: 30 evaluations: 3E,2D, 1C																2E,2D, 1C				
total /	VAi:			VPI:							VAi: 14.7 VPI: 33.1										
week	VA (VAi+VAp):	21	1.9	VCA (\							VA (VAi+VAp):		20.4	VCA (53.6	
	of which:												of which: 7 3 2 3 6 (c, s, l, p, VAp)								

Academic year 2021 - 2022 2nd YEAR

				SEMESTER 3														SEMESTER 4									
1		Tele	comm	nunicati	ons t	echnolog	gies					Internship 4: 2 weeks x 40 hours/week															
	M481.21.03.A1	6	Е	28	0	14	14	0	DA	94	M481.21.04.S1	5			0		10		DS	35							
		Research for dissertation paper																									
2	Web Technologies M481.21.03.V2										10 weeks x 40 hours/week M481.21.04.S2																
	IVI401.21.U3.V2						14	U	DCAV	119	IVI401.21.U4.32								DS	250							
3			Digita	al media	a adv	ertising					Elaboration of dissertation paper 2 weeks x 40 hours/week																
	M481.21.03.V3	6	Е	14	0	28	0	0	DCAV	108	M481.21.04.S3	5	Е	0	0	0	0	80	DS	45							
4		Dissertation exam																									
	M481.21.03.A4-ij	6	D	28	0	0	14	0	DA	108	M481.21.04.S4	10	Е	0	0	0	0	0	DS	0							
5	I	nterns	hip 3:																								
	M481.21.03.S5	5	С	0	0	0	10	80	DS	35																	
	VAi:		206			_	,			464	VAi:			VPI:						33							
semeste	VA (VAi+VAp): 286 VCA (VA+VPI): credits: 30 evaluations:								25		VA (VAi+VAp)			VCA						75 2E, 20							
r	VAi:																	22, 20									
total /	VA (VAi+VAp):																	53.									
week	of which:		7	0	4	4	6	(c, s, l,		of which:			0	0	0	1	29	(c, s, l, p,									

- 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.

- Analysis, processing and interpretation or 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

							IR														
				SEMES	TER	₹1			SEMESTER 2												
				Electi						Elective 2											
01		 Rese 	earch	n and de	sign	methodo	ology			 Advanced research methods in PR* 											
	M481.21.01.V5-01	5	Е	28	0	0	14	0	DCAV	83	M481.21.02.A5-01 6 D 28 14 0 0 0 DA 108										
				Electi	ve 1					Elective 2											
02				2. E-sei	vice	s*				Strategic positioning and online/ offline corporate image											
	M481.21.01.V5-02	5	Е	28	0	0	14	0	DCAV	83	M481.21.02.A5-02 6 D 28 14 0 0 0 DA 108										
03																					
04																					

2nd YEAR

	SEMESTER 3	SEMESTER 4									
01	Elective 3 1. Theories and approaches in modern communication										
	M481.21.03.A4-01 6 D 28 0 0 14 0 DA 108										
02	Elective 3 2. E-media design*										
	M481.21.03.A4-02 6 D 28 0 0 14 0 DA 108										

Legend	egend																										
Name of subject												Example															
	345/501													Public relations. Principles and practices													
Code		nc	FE	С	S	\perp	р	VA	p CF	VPI			M481.2	1.01.V2	6	Е	28	28	0	0	0	DCA	V	108			
	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											CF= subject category CF={DA, DCAV, DS,DC} DA - comprehesive subject DCAV - advanced knowledge subject DS - sythesis subject DC - complementary subject VPI = time needed for self-study during a 14-week semester + a 4-week exam session											ssion				
	I=laboratory hou	rs									VAi- time needed for fully assisted activities=c+s+l+p																
	p =portfolio hours	S										VA - time needed for both fully and partially assisted activities =VAi+Vap															
	VAp=time needed for partially assisted activities											VCA - total time needed for all activities = VA+VPI															
(*) - electi	ves activated in th	e academic	year 2	021 -	2022																						

RECTOR, Assoc. Prof. Florin DRĂGAN, PhD

DEAN, Prof. Daniel-Codruţ DEJICA-CARŢIŞ, PhD