

PRD Code	BS Code	PDS_M Code
40	30	10

degree programme	c1c2c3 (domain)	a1a2
M	481	21

CURRICULUM
Academic year 2021-2022
1st YEAR

	SEMESTER 1										SEMESTER 2										
1	Electronic systems for digital media										Digital media										
	M481.21.01.A1	5	E	28	0	28	0	0	0	DA	83	M481.21.02.V1	7	E	28	0	0	28	0	DCAV	119
2	Public relations. Principles and practices										Discourse principles and strategies										
	M481.21.01.V2	6	E	28	28	0	0	0	0	DCAV	108	M481.21.02.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)										
	M481.21.01.A3	6	D	14	28	0	0	0	0	DA	108	M481.21.02.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										
	M481.21.01.S4	5	C	0	0	0	10	80	DS	35	M481.21.02.S4	5	C	0	0	0	10	80	DS	35	
5	Elective 1										Elective 2										
	M481.21.01.V5-ij	5	E	28	0	0	14	0	DCAV	83	M481.21.02.A5-ij	6	D	28	14	0	0	0	DA	108	
6	Ethics and academic integrity																				
	M481.21.01.C6	3	D	14	7	0	0	0	DC	54											
7																					
8																					
9																					
total / semester	VAl:	227				VPI:	471				VAl:	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	VAl:	16.2				VPI:	33.6				VAl:	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:	8				5				2				2				6			

Academic year 2021 - 2022 2nd YEAR

	SEMESTER 3										SEMESTER 4										
1	Telecommunications technologies										Internship 4: 2 weeks x 40 hours/week										
	M481.21.03.A1	6	E	28	0	14	14	0	DA	94	M481.21.04.S1	5	C	0	0	0	10	80	DS	35	
2	Web Technologies										Research for dissertation paper 10 weeks x 40 hours/week										
	M481.21.03.V2	7	E	28	0	14	14	0	DCAV	119	M481.21.04.S2	20	C	0	0	0	0	250	DS	250	
3	Digital media advertising										Elaboration of dissertation paper 2 weeks x 40 hours/week										
	M481.21.03.V3	6	E	14	0	28	0	0	DCAV	108	M481.21.04.S3	5	E	0	0	0	0	80	DS	45	
4	Elective 3										Dissertation exam										
	M481.21.03.A4-ij	6	D	28	0	0	14	0	DA	108	M481.21.04.S4	10	E	0	0	0	0	0	DS	0	
5	Internship 3: 2 weeks x 40 hours/week																				
	M481.21.03.S5	5	C	0	0	0	10	80	DS	35											
6																					
7																					
8																					
9																					
total / semester	VAl:	206				VPI:	464				VAl:	10				VPI:	330				
	VA (VAi+VAp):	286				VCA (VA+VPI):	750				VA (VAi+VAp):	420				VCA (VA+VPI):	750				
	credits:	30				evaluations:	3E, 1D, 1C				credits:	30				evaluations:	2E, 2C				
total / week	VAl:	15				VPI:	33.1				VAl:	0.71				VPI:	23.6				
	VA (VAi+VAp):	21				VCA (VA+VPI):	53.6				VA (VAi+VAp):	30				VCA (VA+VPI):	53.6				
	of which:	7				0				4				4				6			

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.

RECTOR,
 Assoc. Prof. Florin DRĂGAN, PhD

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

ELECTIVE SUBJECTS
1st YEAR

		SEMESTER 1										SEMESTER 2									
01	Elective 1 1. Research and design methodology										Elective 2 1. Advanced research methods in PR*										
	M481.21.01.V5-01	5	E	28	0	0	14	0	DCAV	83	M481.21.02.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 corporate image										
	M481.21.01.V5-02	5	E	28	0	0	14	0	DCAV	83	M481.21.02.A5-02	6	D	28	14	0	0	0	0	DA	108
03																					
04																					

2nd YEAR

		SEMESTER 3										SEMESTER 4									
01	Elective 3 1. 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

Name of subject										
Code	nc	FE	c	s	l	p	VAp	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=oral exam
c=course hours /semester
s=seminar hours
l=laboratory hours
p=portfolio hours
VAp=time needed for partially assisted activities

Example										
Public relations. Principles and practices										
M481.21.01.V2	6	E	28	28	0	0	0	DCAV		108

CF= subject category
CF={DA, DCAV, DS,DC}
DA - comprehensive 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
VAi- time needed for fully assisted activities=c+s+l+p
VA - time needed for both fully and partially assisted activities =VAi+VAp
VCA - total time needed for all activities = VA+VPI

(*) - electives activated in the academic year 2021 - 2022

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