

PRD Code	BS Code	PDS_M Code
40	30	10

degree program	c1c2c3 (domain)	a1a2
M	481	24

CURRICULUM
Academic year 2024 - 2025
1st YEAR

	SEMESTER 1										SEMESTER 2											
1	Electronic systems for digital media										Digital media											
	M481.24.01.A1	5	E	28	0	28	0	0	0	DA	83	M481.24.02.V1	7	E	28	0	0	28	0	0	DAV	119
2	Public relations. Principles and practices										Discourse principles and strategies											
	M481.24.01.V2	6	E	28	28	0	0	0	0	DAV	108	M481.24.02.V2	6	E	28	28	0	0	0	0	DAV	94
3	Foreign language for PR (English*/French/German)										Foreign language for digital media (English*/French/German)											
	M481.24.01.A3	6	D	14	28	0	0	0	0	DA	108	M481.24.02.V3	6	D	14	0	28	0	0	0	DAV	108
4	Professional practice 1: 2 weeks x 40 hours/week										Professional practice 2: 2 weeks x 40 hours/week											
	M481.24.01.S4	5	C	0	0	0	0	80	DS	45	M481.24.02.S4	5	C	0	0	0	0	80	DS	45		
5	Elective 1										Elective 2											
	M481.24.01.V5-ij	5	E	28	0	0	14	0	DAV	83	M481.24.02.A5-ij	6	D	28	14	0	0	0	0	DA	108	
6	Ethics and academic integrity																					
	M481.24.01.C6	3	D	14	7	0	0	0	DC	54												
7																						
8																						
9																						
total / semester	VAi:	217	VPI:							481	VAi:	196	VPI:							474		
	VA (VAi+VAp):	297	VCA (VA+VPI):							778	VA (VAi+VAp):	276	VCA (VA+VPI):							750		
	credits:	30	evaluations:							3E, 2D, 1C	credits:	30	evaluations:							2E, 2D, 1C		
total / week	VAi:	15.5	VPI:							34.4	VAi:	14.0	VPI:							33.9		
	VA (VAi+VAp):	21.2	VCA (VA+VPI):							55.6	VA (VAi+VAp):	19.7	VCA (VA+VPI):							53.6		
	of which:	8	5	2	1	5.7	(c, s, l, p, VAp)			of which:	7	3	2	2	5.7	(c, s, l, p, VAp)						

CURRICULUM
Academic year 2024 - 2025
2nd YEAR

	SEMESTER 3										SEMESTER 4									
1	Telecommunications technologies										Professional practice 4: 2 weeks x 40 hours/week									
	M481.24.03.A1	6	E	28	0	14	14	0	DA	94	M481.24.04.S1	5	C	0	0	0	0	80	DS	45
2	Web Tehnologies										Research for dissertation paper 10 weeks x 40 hours/week									
	M481.24.03.V2	7	E	28	0	14	14	0	DAV	119	M481.24.04.S2	20	C	0	0	0	0	250	DS	250
3	Digital media advertising										Elaboration of dissertation paper 2 weeks x 40 hours/week									
	M481.24.03.V3	6	E	14	0	28	0	0	DAV	108	M481.24.04.S3	5	E	0	0	0	0	80	DS	45
4	Elective 3										Dissertation exam									
	M481.24.03.A4-ij	6	D	28	0	0	14	0	DA	108	M481.24.04.S4	10	E	0	0	0	0	0	DS	0
5	Professional practice 3: 2 weeks x 40 hours/week																			
	M481.24.03.S5	5	C	0	0	0	0	80	DS	45										
total / semester	VAi:	196	VPI:							474	VAi:	0	VPI:							340
	VA (VAi+VAp):	276	VCA (VA+VPI):							750	VA (VAi+VAp):	410	VCA (VA+VPI):							750
	credits:	30	evaluations:							3E, 1D, 1C	credits:	30+10**	evaluations:							2E, 2C
total / week	VAi:	14	VPI:							33.9	VAi:	0.00	VPI:							24.3
	VA (VAi+VAp):	19.7	VCA (VA+VPI):							53.6	VA (VAi+VAp):	29.3	VCA (VA+VPI):							53.6
	of which:	7	0	4	3	5.7	(c, s, l, p, VAp)			of which:	0	0	0	0	29	(c, s, l, p, VAp)				

* Additional credits for Dissertation exam

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
Academic year 2024 - 2025
1st YEAR

SEMESTER 1											SEMESTER 2										
01	Elective 1 1. Research and design methodology										Elective 2 1. Advanced research methods in PR*										
	M481.24.01.V5-01	5	E	28	0	0	14	0	DCAV	83	M481.24.02.A5-01	6	D	28	14	0	0	0	DA	108	
02	Elective 1 2. E-services*										Elective 2 2. Strategic positioning and online/ offline corporate image										
	M481.24.01.V5-02	5	E	28	0	0	14	0	DCAV	83	M481.24.02.A5-02	6	D	28	14	0	0	0	DA	108	
03																					
04																					

ELECTIVE SUBJECTS
Academic year 2024 - 2025
2nd YEAR

SEMESTER 3											SEMESTER 4										
01	Elective 3 1. Theories and approaches in modern communication																				
	M481.24.03.A4-01	6	D	28	0	0	14	0	DA	108											
02	Elective 3 2. E-media design*																				
	M481.24.03.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										
M481.24.01.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 - synthesis 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 2024 - 2025

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