

PRD Code	BS Code	PDS_M Code
40	30	10

degree program	c1c2c3 (domain)	a1a2
M	482	24

CURRICULUM
Academic year 2024 - 2025
1st YEAR

SEMESTER 1											SEMESTER 2											
1	Open governance - the functioning of public institutions and organized forms of civil society										Interest groups. Building and maintaining alliances											
	M482.24.01.A1	6	E	28	28	0	0	0	0	DA	94	M482.24.02.A1	5	E	14	14	0	0	0	0	DA	97
2	Elements of legal and political theory. OECD principles on transparency in decision-making and lobbying										Techniques for monitoring public policies in the EU and Romania											
	M482.24.01.A2	5	E	14	14	0	0	0	0	DA	97	M482.24.02.A2	6	E	14	14	0	14	0	0	DA	108
3	Basic concepts in lobbying and advocacy										E-communication strategies and techniques											
	M482.24.01.V3	6	E	14	14	0	7	0	0	DCAV	115	M482.24.02.V3	6	D	28	14	0	0	0	0	DCAV	108
4	Professional practice 1: 2 weeks x 40 hours/week										Professional practice 2: 2 weeks x 40 hours/week											
	M482.24.01.S4	5	C	0	0	0	0	0	80	DS	45	M482.24.02.S4	5	C	0	0	0	0	0	80	DS	45
5	Elective 1										Elective 2											
	M482.24.01.A5-ij	5	E	14	14	0	0	0	0	DA	97	M482.24.02.C5-ij	4	E	14	14	0	0	0	0	DC	72
6	Ethics and academic integrity										Elective 3											
	M482.24.01.C6	3	D	14	7	0	0	0	0	DC	54	M482.24.02.S6-ij	4	E	14	14	0	0	0	0	DS	72
7																						
8																						
9																						
total / semester	VAi:	168				VPI:	502				VAi:	168				VPI:	502					
	VA (VAi+VAp):	248				VCA (VA+VPI):	750				VA (VAi+VAp):	248				VCA (VA+VPI):	750					
	credits:	30				evaluations:	4E, 1D, 1C				credits:	30				evaluations:	4E, 1D, 1C					
	VAi:	12				VPI:	35.9				VAi:	12.0				VPI:	35.9					
total / week	VA (VAi+VAp):	17.7				VCA (VA+VPI):	53.6				VA (VAi+VAp):	17.7				VCA (VA+VPI):	53.6					
	of which:	6	6	0	0.5	5.7	(c, s, l, p, VAp)				of which:	6	5	0	1	5.71	(c, s, l, p, VAp)					

CURRICULUM
Academic year 2024 - 2025
2nd YEAR

SEMESTER 3											SEMESTER 4											
1	Advocacy and lobbying campaigns in specific environments										Professional practice 4: 2 weeks x 40 hours/week											
	M482.24.03.V1	6	E	14	14	0	14	0	0	DCAV	108	M482.24.04.S1	5	C	0	0	0	0	0	80	DS	45
2	Public policy argumentation techniques. Negotiation strategies and tactics in lobbying and advocacy										Research for dissertation paper 10 weeks x 40 hours/week											
	M482.24.03.V2	6	E	14	14	0	14	0	0	DCAV	108	M482.24.04.S2	20	C	0	0	0	0	20	DS	480	
3	Strategies and techniques for information management in the digital society										Elaboration of dissertation paper 2 weeks x 40 hours/week											
	M482.24.03.C3	5	E	14	14	0	0	0	0	DC	97	M482.24.04.S3	5	E	0	0	0	0	0	52	DS	73
4	Professional practice 3: 2 weeks x 40 hours/week										Dissertation exam											
	M482.24.03.S4	5	C	0	0	0	0	0	80	DS	45	M482.24.04.S4	10	E	0	0	0	0	0	0	DS	250
5	Elective 4																					
	M482.24.03.C5-ij	4	D	14	14	0	0	0	0	DC	72											
	Elective 5																					
	M482.24.03.A6-ij	4	D	14	14	0	0	0	0	DA	72											
total / semester	VAi:	168				VPI:	502				VAi:	0				VPI:	848					
	VA (VAi+VAp):	248				VCA (VA+VPI):	750				VA (VAi+VAp):	152				VCA (VA+VPI):	1000					
	credits:	30				evaluations:	4E, 1D, 1C				credits:	30+10*				evaluations:	2E, 2C					
	VAi:	12				VPI:	35.9				VAi:	0.00				VPI:	60.6					
total / week	VA (VAi+VAp):	17.7				VCA (VA+VPI):	53.6				VA (VAi+VAp):	10.9				VCA (VA+VPI):	71.4					
	of which:	5	5	0	2	5.7	(c, s, l, p, VAp)				of which:	0	0	0	0	10.9	(c, s, l, p, VAp)					

* Additional credits for Dissertation exam

Professional competences:

- C1. Provides advice on public image
- C2. Develops communication strategies
- C3. Protects the client's interests
- C4. Performs online data analysis
- C5. Participates in political negotiations
- C6. Manages relationships with stakeholders
- C7. Influences legislators
- C8. Applies the principles of diplomacy
- C9. Manages the implementation of government policy
- C10. Provides advice on conflict management
- C11. Exercises results-oriented leadership towards colleagues
- C12. Uses software for content management systems
- C13. Implements strategic planning

Transversal competences:

- CT1. Manages digital identity
- CT2. Applies digital security measures
- CT3. Manages social communication platforms

ELECTIVE SUBJECTS
Academic year 2024 - 2025
1st YEAR

	SEMESTER 1										SEMESTER 2										
01	Elective 1 1. Documentation methods in lobbying and advocacy										Elective 2 1. Data-driven advocacy										
	M482.24.01.V5-01	5	E	14	14	0	0	0	0	DA	97	M482.24.02.A5-01	4	E	14	14	0	0	0	0	DC
02	Elective 1 2. Advanced research methods in public relations and related fields										Elective 2 2. AI technology in advocacy strategies										
	M482.24.01.V5-02	5	E	14	14	0	0	0	0	DA	97	M482.24.02.A5-02	4	E	14	14	0	0	0	0	DC
03											Elective 3 1. Responsibility and ethical principles in lobbying										
04											Elective 3 1. Strategic positioning and online / offline reputation management										

ELECTIVE SUBJECTS
Academic year 2024 - 2025
2nd YEAR

	SEMESTER 3										SEMESTER 4									
01	Elective 4 1. English for lobbying																			
	M482.24.03.A4-01	4	D	14	14	0	0	0	0	DC	72									
02	Elective 4 2. English for advocacy																			
	M482.24.03.A4-02	4	D	14	14	0	0	0	0	DC	72									
03	Elective 5 1. Communication and public relations in lobbying and advocacy																			
04	Elective 5 2. CSR and sustainability in lobbying and advocacy																			
	M482.24.03.A4-02	4	E	14	14	0	0	0	0	DA	72									

Legend

Name of subject										
Code	nc	FE	c	s	I	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
I=laboratory hours
p=portfolio hours
VAp=time needed for partially assisted activities

Example

Open governance: the functioning of public institutions and organized forms of civil society										
Code	nc	FE	c	s	I	p	VAp	CF	VPI	

M482.24.01.A1 6 E 28 28 0 0 0 0 DA 94
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

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