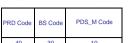
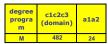
Politehnica University of Timişoara
Faculty: Communication Sciences
Postgraduate (MA) study programme: Strategic Communication and Advocacy in the Digital Society
Form of education: on site

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





CURRICULUM

								riou		YEAR	? ?									
				SEMES	STEF	R 1								SEN	/IEST	ER :	2			
1	Open governance - the	function	oning	of publ		stitutions	and or	ganiz	ed forms	of civil	Interest groups. Building and maintaining alliances									
	M482.24.01.A1	6	Е	28	28	0	0	0	DA	94	M482.24.02.A1	5	Е	14	14	0	0	0	DA	97
2	Elements of legal and p	Techniques for monitoring public policies in the EU and Romania																		
	M482.24.01.A2	5	Е	14	14	0	0	0	DA	97	M482.24.02.A2	6	Е	14	14	0	14	0	DA	108
3	Ba	sic co	ncep	ts in lob	byin	g and ad	vocacy				E-communication strategies and techniques									
Ü	M482.24.01.V3	6	Е	14	14	0	7	0	DCAV	115	M482.24.02.V3	6	D	28	14	0	0	0	DCAV	108
4	Profes	Professional practice 2: 2 weeks x 40 hours/week																		
	M482.24.01.S4	5	С	0	0	0	0	80	DS	45	M482.24.02.S4	5	С	0	0	0	0	80	DS	45
5				Elect	ive 1									El	ectiv	e 2				
	M482.24.01.A5-ij	5	Е	14	14	0	0	0	DA	97	M482.24.02.C5-ij	4	Е	14	14	0	0	0	DC	72
6		Eti	nics a	and aca	dem	ic integrit	у				Elective 3									
	M482.24.01.C6	3	D	14	7	0	0	0	DC	54	M482.24.02.S6-ij	4	Ε	14	14	0	0	0	DS	72
7		1	1	ı		l	1	1	1	1					ı		1	1		
8																			•	
Ü																				
9						ı	1		ı										1	
total /	VAi:		68	VPI:	<u> </u>		1	1		502	VAi:		169	VPI:				I	1	502
	VA (VAi+VAp):		48	VCA (V	//	/DI)-					VAI: VA (VAi+VAp):			VCA		VPI				750
r	credits:		30	evaluat					4E		credits:			eval	•		•			4E,1D, 1C
4-4-17	VAi:		12	VPI:							VAi:			VPI:		_				35.9
total / week	VA (VAi+VAp):	1	7.7	VCA (V	/A+V	PI):					VA (VAi+VAp):		17.7	VCA		VPI)	:			53.6
week	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, VA	p)

Academic year 2024 - 2025

Universitatea

CURRICULUM Academic year 2024 - 2025 2nd YEAR

									2110	ITEA	1										
		SEMESTER 4																			
1	Advocacy a	and lob	bying	g camp	aigns	in speci	ific envi	ronme	ents		Professional practice 4: 2 weeks x 40 hours/week										
'	M482.24.03.V1	6	Е	14	14	0	14	0	DCAV	108	M482.24.04.S1	5	С	0	0	0	0	80	DS	45	
2	Public policy argum	Research for dissertation paper 10 weeks x 40 hours/week																			
	M482.24.03.V2	6	Е	14	14	0	14	0	DCAV	108	M482.24.04.S2	20	С	0	0	0	0	20	DS	480	
3	Strategies and tech						serta ours		oaper k												
	M482.24.03.C3	5	Е	14	14	0	0	0	DC	97	M482.24.04.S3	5	Е	0	0	0	0	52	DS	73	
4	Profes	Dissertation exam																			
	M482.24.03.S4	5	С	0	0	0	0	80	DS	45	M482.24.04.S4	10	Ε	0	0	0	0	0	DS	250	
5				Elect																	
	M482.24.03.C5-ij	4	D	14	14	0	0	0	DC	72		<u> </u>									
				Elect	tive 5																
	M482.24.03.A6-ij	4	D	14	14	0	0	0	DA	72											
												1									
	VAi:		68	VPI:							VAi:			VPI:						8	
emeste r	VA (VAi+VAp): 248 VCA (VA+VPI): credits: 30 evaluations:								4E		VA (VAi+VAp) credits:				VCA (VA+VPI): evaluations:					100 2E, 20	
•	VAi:		12	VPI:	ILIONS.				4E,		VAi:		0.00		Jalion	5.			<u> </u>	6	
total /	VA (VAi+VAp):		7.7	VCA (VA+V	PI):					VA (VAi+VAp)				(VA+	VPI):				7	
week	of which:			5	5	0									VA (VAi+VAp) 10,9 VCA (VA+VPI): of which: 0 0 0 10.9 (c, s, I, 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:
 C11. Manages digital identity
 C12. Applies digital security measures
 C13. Manages social communication platforms

ELECTIVE SUBJECTS

Academic year 2024 - 2025 1st YEAR

				SEMES	STER	1			SEMESTER 2							
				Elect					Elective 2							
01	1. Docu	mentat	ion m	nethods	in lol	obying a	ınd adv	ocacy	Data-driven advocacy							
	M482.24.01.V5-01	5	Е	14	14	0	0	0	DA	97	M482.24.02.A5-01					
				Elect	ive 1						Elective 2					
02	Advanced re	search	meth	hods in	publi	c relation	ns and	relate	Al technology in advocacy strategies							
	M482.24.01.V5-02	5	Е	14	14	0	0	0	DA	97	M482.24.02.A5-02					
											Elective 3					
03											 Responsibility and ethical principles in lobbying 					
											5 E 14 14 0 0 0 DS 83					
											Elective 3					
04											Strategic positioning and online / offline reputation management					
											5 E 14 14 0 0 0 DS 83					

ELECTIVE SUBJECTS Academic year 2024 - 2025 2nd YEAR

									u ILA	1.						
			SEM	STER	3				SEMESTER 4							
01		1.	Ele English	ctive 4 for lob												
	M482.24.03.A4-01	4 1) 14	14	0	0	0	DC	72							
02		2.	Ele English	ctive 4 for ad												
	M482.24.03.A4-02	4 1	14	14	0	0	0	DC	72							
03	1. Communica	ation and		ctive 5 elation		ying ar	nd adv	ocacy								
		4		14	0	0	0	DA	72							
04	2. CSR	and sust		ctive 5 y in lot		nd adv	осасу									
	M482.24.03.A4-02	4	14	14	0	0	0	DA	72							

		Name	of subject							Example
ide	nc	FE	c s		D	V	'Ap C	CF	VPI	Open governance: the functioning of public institutions and organized forms of civil socie
40	110		0 0	<u> </u>	Р		74	,, <u> </u>	***	M482.24.01.A1 6 E 28 28 0 0 0 DA 94
Code = su	ubject code									CF= subject category
nc = numb	er of ECTS cree	dits								CF={DA, DCAV, DS,DC}
FE = form	of evaluation									DA - comprehesive subject
	$\textbf{FE} \in \{ E, D, C,$	P-E, P-D	}							DCAV - advanced knowledge subject
	E=exam									DS - sythesis subject
	D =distrib	uted asse	essment							DC - complementary subject
	C=oral ex	cam								VPI = time needed for self-study during a 14-week semester + a 4-week exam session
c=course h	nours /semester									
s=seminar	hours									
I=laborator	ry hours									VAi- time needed for fully assisted activities=c+s+l+p
p =portfolio	hours									VA - time needed for both fully and partially assisted activities =VAi+Vap
VAn-time	needed for part	ially accid	sted activit	ios						VCA - total time needed for all activities = VA+VPI

RECTOR, Assoc.Prof. Florin DRĂGAN,PhD

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