

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

PRD Code	BS Code	PDS_M Code
40	30	10

degree programme	c1c2c3 (domain)	a1a2
M	481	20

CURRICULUM
Academic year 2020 - 2021
1st YEAR

	SEMESTER 1													SEMESTER 2																																		
1	Electronic systems for digital media													Digital media																																		
	M481.20.01.A1	5	E	28	0	28	0	0	0	0	0	DA	83	M481.20.02.V1	7	E	28	0	0	28	0	DCAV	119																									
2	Public relations. Principles and practices													Discourse principles and strategies																																		
	M481.20.01.V2	6	E	28	0	28	0	0	0	0	0	DCAV	108	M481.20.02.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)																																		
	M481.20.01.A3	6	D	14	28	0	0	0	0	0	0	DA	108	M481.20.02.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																																		
	M481.20.01.S4	5	C	0	0	0	0	10	80	0	0	DS	35	M481.20.02.S4	5	C	0	0	0	10	80	0	DS	35																								
5	Elective 1													Elective 2																																		
	M481.20.01.V5-ij	5	E	28	0	0	0	14	0	0	0	DCAV	83	M481.20.02.A5-ij	6	D	28	14	0	0	0	0	DA	108																								
6	Ethics and academic integrity																																															
	M481.20.01.C6	3	D	14	7	0	0	0	0	0	0	DC	54																																			
7																																																
8																																																
9																																																
total / semester	VAi:	227											VPI:	471											VAi:	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	VAi:	16.2											VPI:	33.6											VAi:	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:	4 3 0 2 6											(c, s, l, p, VAp)												of which:	7 3 2 3 6											(c, s, l, p, VAp)											

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.

CURRICULUM
Academic year 2020 - 2021
2nd YEAR

	SEMESTER 3											SEMESTER 4										
1	Telecommunications technologies											Practice / Research activities 7 weeks x 14 hours/weeks										
	M481.20.03.A1	8	E	28	0	14	14	0	DA	144	M481.20.04.S1	10	D	0	0	0	98	0	DS	152		
2	Web Tehnologies											Elaboration of dissertation paper 7 weeks x 14 hours/weeks										
	M481.20.03.V2	7	E	28	0	14	14	0	DCAV	119	M481.20.04.S2	10	C	0	0	0	98	0	DS	152		
3	Digital media advertising											Dissertation exam										
	M481.20.03.V3	8	E	28	0	14	0	0	DCAV	158	M481.20.04.S3	10	E	0	0	0	0	0	DS			
4	Elective 3																					
	M481.20.03.A4-ij	7	D	28	0	0	14	0	DA	133												
total / semester	VAi:	196	VPI:							554	VAi:	196	VPI:							304		
	VA (VAi+VAp):	196	VCA (VA+VPI):							750	VA (VAi+VAp)	196	VCA (VA+VPI):							500		
	credits:	30	evaluations:							3E,1D	credits:	30	evaluations:							1E,1D,1C		
total / week	VAi:	14	VPI:							39.6	VAi:	14	VPI:							21.7		
	VA (VAi+VAp):	14	VCA (VA+VPI):							53.6	VA (VAi+VAp)	14	VCA (VA+VPI):							35.7		
	of which:	8	0	3	3	0			(c, s, l, p, VAp)		0	0	0	14	0				(c, s, l, p, VAp)			

ELECTIVE SUBJECTS
1st YEAR

	SEMESTER 1											SEMESTER 2										
01	Elective 1 1. Research and design methodology											Elective 2 1. Advanced research methods in PR										
	M481.20.01.V5-01	5	E	28	0	0	14	0	DCAV	83	M481.20.02.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										
	M481.20.01.V5-02	5	E	28	0	0	14	0	DCAV	83	M481.20.02.A5-02	6	D	28	14	0	0	0	DA	108		
03																						
04																						

2nd YEAR

	SEMESTER 3											SEMESTER 4										
01	Elective 3 1. Research and design methodology																					
	M481.20.03.A4-01	7	D	28	14	0	0	0	DA	133												
02	Elective 3 2. E-media design																					
	M481.20.03.A4-02	7	D	28	14	0	0	0	DA	133												

Legend											Example										
Name of subject											Public relations. Principles and practices										
Code	nc	FE	c	s	l	p	VAp	CF	VPI		M481.20.01.V2	6	E	28	0	28	0	0	DCAV	108	
Code = subject code	nc = number of ECTS credits	FE = form of evaluation									CF = subject category										
		FE ∈ {E, D, C, P-E, P-D}									CF ∈ {DA, DCAV, DS, DC}										
		E=exam									DA - comprehensive subject										
		D=distributed assessment									DCAV - advanced knowledge subject										
		C=oral exam									DS - synthesis subject										
		c=course hours /semester									DC - complementary subject										
		s=seminar hours									VPI = time needed for self-study during a 14-week semester + a 4-week exam session										
		l=laboratory 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										
		VAp=time needed for partially assisted activities									VCA - total time needed for all activities = VA+VPI										

(*) - electives activated in the academic year 2020 - 2021

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