

PRD Code	BS Code	UDS Code	SP Code
40	30	60	20

degree programme	c1c2c3 (domain)	a1a2
L	480	20

CURRICULUM
Academic year 2020-2021

		1st year										2nd year																												
		SEMESTER 1					SEMESTER 2					SEMESTER 3					SEMESTER 4																							
1	Introduction to communication theories	L480.20.01.F1	5	E	28	14	0	0	DF	83	Introduction to public relations	L480.20.02.D1	5	E	28	28	0	0	DD	69	Communication, ethics and deontology	L480.20.03.F1	5	E	14	14	0	0	DF	97	Research methods in Social sciences	L480.20.04.S1	5	E	28	28	0	0	DF	69
2	Introduction to mass-media	L480.20.01.F2	5	E	28	14	0	0	DF	83	Introduction to advertising	L480.20.02.D2	4	E	28	28	0	0	DD	44	Writing for PR	L480.20.03.S2	5	E	28	28	0	0	DS	69	Computer-generated PR Products	L480.20.04.S2	4	E	14	28	0	0	DS	58
3	Critical thinking	L480.20.01.D3	4	E	14	28	0	0	DD	72	Written communication and presentation skills	L480.20.02.D3	4	E	28	28	0	0	DD	44	Communication with the press	L480.20.03.S3	4	E	14	28	0	0	DS	58	Elective 1	L480.20.04.S3-ij	4	E	28	28	0	0	DS	44
4	Communicative grammar E	L480.20.01.F4	4	E	28	28	0	0	DF	44	Culture and civilisation in a global world E	L480.20.02.F4	4	E	28	28	0	0	DF	44	Special lexis E	L480.20.03.S4	4	E	28	28	0	0	DS	44	Special languages E	L480.20.04.S4	4	E	28	28	0	0	DS	44
5	Oral communication in professional settings E	L480.20.01.S5	4	D	28	0	28	0	DS	44	Written communication in professional settings E	L480.20.02.S5	4	D	28	28	0	0	DS	44	Pragmatics E	L480.20.03.S5	4	D	28	28	0	0	DS	44	Discourse analysis E	L480.20.04.S5	4	D	28	28	0	0	DS	44
6	Foreign language II - F, G	L480.20.01.C6	3	D	14	14	0	0	DC	47	Foreign language II - F, G	L480.20.02.C6	3	D	14	14	0	0	DC	47	Foreign language II - F, G	L480.20.03.C6	3	D	14	14	0	0	DC	47	Rhetoric	L480.20.04.C6	3	D	14	14	0	0	DC	47
7	Sociology and public opinion	L480.20.01.C7	3	D	14	14	0	0	DC	47	Multimedia	L480.20.02.C7	4	D	14	0	28	0	DC	58	Management and marketing	L480.20.03.C7	3	D	28	28	0	0	DC	19	Practice	L480.20.04.S7	4	C	0	0	0	90	DS	10
8	Physical education 1	L480.20.01.C8	2	D	0	14	0	0	DC	36	Physical education 2	L480.20.02.C8	2	D	0	14	0	0	DC	36	Physical education 3	L480.20.03.C8	2	D	0	14	0	0	DC	36	Physical education 4	L480.20.04.C8	2	D	0	14	0	0	DC	36
9																																								
10																																								
total/sem.	hours: 294	VPI:			420	hours: 350	VPI:			350	hours: 322	VPI:			378	hours: 294	VPI:			316																				
	credits: 30	evaluations: 8			4E, 4D	credits: 30	evaluations: 8			4E, 4D	credits: 30	evaluations: 8			4E, 4D	credits: 30	evaluations: 8			4E, 3D, 1C																				
total/week	hours: 21					hours: 25					hours: 23					hours: 21																								
	of which:	11	8	2	0	(c, s, l, p)	of which:	12	12	2	0	(c, s, l, p)	of which:	11	12	0	0	(c, s, l, p)	of which:	10	11	0	0	(c, s, l, p)																

Professional competences:

- Application of teamwork skills in a multidisciplinary team for solving tasks on different hierarchical levels
- Self-assessment of professional training needs for labour market inclusion and adaptation to labour market requirements
- Linguistic and cultural mediation in English, French and German

Transversal competences:

- Proper use of theoretical knowledge and practical skills for solving common work-related tasks in an effective, ethical way
- Elaboration and promotion of a PR product
- Specialised assistance in crisis communication management and/or conflict mediation
- Professional and institutional communication, analysis and evaluation of effective communication in English, French and German
- Identification and adequate use of the language, methodologies and specialised knowledge specific to communication sciences
- Proper use of the new information and communication technologies;
- Identification and adequate use of communication strategies, methods and techniques in the PR process

RECTOR,
Conf.univ.dr.ing. Florin DRĂGAN

DEAN,
Prof. univ. dr. Daniel-Codruț DEJICA-CARȚIȘ

ELECTIVE SUBJECTS
Academic year 2020-2021

		2nd year										3rd year																											
		SEMESTER 3					SEMESTER 4					SEMESTER 5					SEMESTER 6																						
01							Elective 1 1. PR management					Elective 2 1. Event management					Elective 7 Visual communication																						
		L480.20.04.S3-01					4	E	28	28	0	0	DS	44	L481.20.05.S1-01					5	E	14	28	0	7	DS	76	L481.20.06.S4-01					5	D	21	21	0	0	DS
02							Elective 1 2. Crisis communication					Elective 2 2. Institutional protocol					Elective 7 Communication in European institutions																						
		L480.20.04.S3-01					4	E	28	28	0	0	DS	44	L481.20.05.S1-02					5	E	14	28	0	7	DS	76	L481.20.06.S4-02					5	D	21	21	0	0	DS
03												Elective 3 PR campaigns																											
												L481.20.05.S2-01					5	E	14	28	0	7	DS	76															
04												Elective 3 Corporate image																											
												L481.20.05.S2-02					5	E	14	28	0	7	DS	76															
05												Elective 4 Election campaigns																											
												L481.20.05.S3-01					2	E	14	7	0	0	DS	29															
06												Elective 4 Ethics and academic integrity																											
												L481.20.05.S3-02					2	E	14	7	0	0	DS	29															
07												Elective 5 Internal communication																											
												L481.20.05.S4-01					6	E	28	28	0	7	DS	87															
08												Elective 5 Career guidance in PR																											
												L481.20.05.S4-02					6	E	28	28	0	7	DS	87															
09												Elective 6 Consumer behaviour																											
												L481.20.05.S5-01					5	D	14	28	0	0	DS	83															
10												Elective 6 Corporate communication																											
												L481.20.05.S5-02					5	D	14	28	0	0	DS	83															
11																																							
12																																							

Note: Of each set, a certain number of electives will be activated based on students' options and financial sustainability

RECTOR,
Conf.univ.dr.ing. Florin DRAGAN

DEAN,
Prof. univ. dr. Daniel-Codruț DEJICA-CARTIȘ

OPTIONAL SUBJECTS
Academic year 2020 - 2021

1st year													2nd year												
SEMESTER 1						SEMESTER 2						SEMESTER 3						SEMESTER 4							
01	Educational Psychology						Pedagogy 1						Pedagogy 2						Subject didactics						
	L480.20.01.f01	5	E	28	28	0 0 f 69	L480.20.02.f01	5	E	28	28	0 0 f 69	L480.20.03.f01	5	E	28	28	0 0 f 69	L480.20.04.f01	5	E	28	28	0 0 f 69	
02							Volunteering												Social responsibility and civic activism						
							L480.20.02.f02	2	C	0	0	28 0 f 22							L480.20.04.f02	2	E	28	28	0 0 f 69	
03																			Volunteering						
																			L480.20.04.f03	2	C	0	0	28 0 f 22	
04																			Foreign language II - F, G						
																			L480.20.04.f04	3	D	0	28	0 0 f 30	
total/sem.	hours: 56	VPI: 69				hours: 84	VPI: 91				hours: 56	VPI: 69				hours: 140	VPI: 190								
	credits: 5	evaluations: 1				credits: 7	evaluations: 2				credits: 5	evaluations: 1				credits: 12	evaluations: 4								
total/week	hours: 4					hours: 6					hours: 4					hours: 10									
	of which:	2	2	0	0	(c, s, l, p)	of which:	2	2	2	0	(c, s, l, p)	of which:	2	2	0	0	(c, s, l, p)	of which:	4	4	2	0	(c, s, l, p)	

3rd year													SEMESTER 6												
SEMESTER 5						SEMESTER 6																			
01	Computer-assisted instruction						Classroom Management																		
	L481.20.05.f01	2	C	14	14	0 0 f 22	L481.20.06.f01	3	E	14	14	0 0 f 60													
02	Teaching practice (1)						Teaching practice (2)																		
	L481.20.05.f02	3	C	0	0	0 42 f 60	L481.20.06.f02	2	C	0	0	0 36 f 60													
03							Graduation: Level I																		
							L481.20.06.f03	5	E	0	0	0 0 f 60													
							Volunteering																		
							L481.20.06.f04	2	C	0	0	28 0 f 60													
total/sem.	hours: 70	VPI: 82				hours: 92	VPI: 240																		
	credits: 5	evaluations: 2				credits: 12	evaluations: 4																		
total/week	hours: 5					hours: 7																			
	of which:	1	1	0	3	(c, s, l, p)	of which:	1	1	2	3	(c, s, l, p)													

Legend

Name of subject	s=seminar hours
Code	l=laboratory hours
nc	p=portfolio hours
FE	CF= discipline category
c	CF _e (DC, DD, DF, DS)
s	DC - complementary discipline
l	DD - domain discipline
p	DF - fundamental discipline
CF	DS - specialism discipline
VPI	VPI = time needed for self-study

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=colloquy
 P - E - portfolio assessment similar to exam
 P - D - portfolio assessment similar to distributed assessment
 c=course hours /semester

Example

Introduction to communication theories																
L480.20.01.F1	5	E	28	14	0	0	DF	83								

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

E = English; F = French; G = German