

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 Cod	BS Code	PDS_M Code
40	30	10

degree progra mme	c1c2c3 (domain )	a1a2
M	481	25

**CURRICULUM**  
**Academic year 2025 - 2026**  
**1st YEAR**

	SEMESTER 1											SEMESTER 2										
1	Electronic systems for digital media											Digital media										
	M481.25.01.A1	5	E	28	0	28	0	0	DA	83		M481.25.02.V1	7	E	28	0	0	28	0	DCAV	119	
2	Public relations. Principles and practices											Discourse principles and strategies										
	M481.25.01.V2	6	E	28	28	0	0	0	DCAV	108		M481.25.02.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)										
	M481.25.01.A3	6	D	14	28	0	0	0	DA	108		M481.25.02.V3	6	D	14	0	28	0	0	DCAV	108	
4	Professional practice 1: 2 weeks x 40 hours/week											Professional practice 2: 2 weeks x 40 hours/week										
	M481.25.01.S4	5	C	0	0	0	0	80	DS	45		M481.25.02.S4	5	C	0	0	0	0	80	DS	45	
5	Elective 1											Elective 2										
	M481.25.01.V5-ij	5	E	28	0	0	14	0	DCAV	83		M481.25.02.A5-ij	6	D	28	14	0	0	0	DA	108	
6	Ethics and academic integrity																					
	M481.25.01.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	4.5	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 2025 - 2026**  
**2nd YEAR**

	SEMESTER 3											SEMESTER 4										
1	Telecommunications technologies											Professional practice 4: 2 weeks x 40 hours/week										
	M481.25.03.A1	6	E	28	0	14	14	0	DA	94		M481.25.04.S1	5	C	0	0	0	0	80	DS	45	
2	Web Tehnologies											Research for dissertation paper 10 weeks x 40 hours/week										
	M481.25.03.V2	7	E	28	0	14	14	0	DCAV	119		M481.25.04.S2	20	C	0	0	0	0	250	DS	250	
3	Digital media advertising											Elaboration of dissertation paper 2 weeks x 40 hours/week										
	M481.25.03.V3	6	E	14	0	28	0	0	DCAV	108		M481.25.04.S3	5	E	0	0	0	0	80	DS	45	
4	Elective 3											Dissertation exam										
	M481.25.03.A4-ij	6	D	28	0	0	14	0	DA	108		M481.25.04.S4	10	E	0	0	0	0	0	DS	0	
5	Professional practice 3: 2 weeks x 40 hours/week																					
	M481.25.03.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.

**ELECTIVE SUBJECTS**  
Academic year 2025 - 2026  
**1st YEAR**

1ST YEAR												
SEMESTER 1												
01	Elective 1 1. Research and design methodology											
	M481.25.01.V5-01	5	E	28	0	0	14	0	DCAV	83		
02	Elective 1 2. E-services											
	M481.25.01.V5-02	5	E	28	0	0	14	0	DCAV	83		
03												
04												

SEMESTER 2												
	Elective 2 1. Advanced research methods in PR											
	M481.25.02.A5-01	6	D	28	14	0	0	0	0	DA	108	
	Elective 2 2. Strategic positioning and online/ offline corporate image											
	M481.25.02.A5-02	6	D	28	14	0	0	0	0	DA	108	

**ELECTIVE SUBJECTS**  
Academic year 2025 - 2026  
**2nd YEAR**

SEMESTER 3													SEMESTER 4													
01	Elective 3																									
	1. Theories and approaches in modern communication																									
	M481.25.03.A4-01	6	D	28	0	0	0	14	0	DA	108															
02	Elective 3																									
	2. E-media design*																									
	M481.25.03.A4-02	6	D	28	0	0	0	14	0	DA	108															

Legend										Example											
Name of subject										Public relations. Principles and practices											
Code	nc	FE	c	s	I	p	VAp	CF	VPI	M481.25.01.V2	6	E	28	28	0	0	0	DCAV	108		
<b>Code</b> = subject code <b>nc</b> = number of ECTS credits <b>FE</b> = form of evaluation <b>FE</b> ∈ {E, D, C, P-E, P-D} <b>E</b> =exam <b>D</b> =distributed assessment <b>C</b> =oral exam  <b>c</b> =course hours /semester <b>s</b> =seminar hours <b>I</b> =laboratory hours <b>p</b> =portfolio hours  <b>VAp</b> =time needed for partially assisted activities										<b>CF</b> = subject category <b>CF</b> ={DA, DCAV, DS,DC} <b>DA</b> - comprehensive subject <b>DCAV</b> - advanced knowledge subject <b>DS</b> - sythesis subject <b>DC</b> - complementary subject  <b>VPI</b> = time needed for self-study during a 14-week semester + a 4-week exam session  <b>VAI</b> - time needed for fully assisted activities=c+s+I+p <b>VA</b> - time needed for both fully and partially assisted activities =VAI+Vap <b>VCA</b> - total time needed for all activities = VA+VPI											
(*) - electives activated in the academic year 2025 - 2026																					

(\*) - electives activated in the academic year 2025 - 2026

RECTOR,  
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