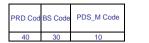
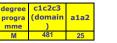
# Politehnica University of Timişoara Faculty: Communication Sciences

Postgraduate (MSc) study programme: Communication, Public Relations and Digital Media Form of education: on site Length of study: 2 years

Universitatea Politehnica Timisoara

Primary ranking domain (PRD): Social Sciences Branch of science (BS): Communication Sciences Social Sciences Postgraduate (MSc) domain of study (PDS\_M): Communication Sciences





## CURRICULUM Academic year 2025 - 2026 1st YEAR

										150	YEAR							
				SEME	STE	र 1						SEMESTER 2						
1		Elect	ronic	system	ns for	digital	media	а				Digital media						
	M481.25.01.A1	5	Ε	28	0	28		0	0	DA	83	M481.25.02.V1 7 E 28 0 0 28 0 DCAV 119						
2	Pu	ublic r	elatio	ns. Pri	nciple	es and p	practio	ces				Discourse principles and strategies						
~	M481.25.01.V2	6	Е	28	28	0		0	0	DCAV	108	M481.25.02.V2 6 E 28 28 0 0 0 DCAV 94						
3	Foreign	langu	iage f	or PR	(Eng	lish*/Fr	rench/	Geri	man)			Foreign language for digital media (English*/French/German)						
3	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	Profes	siona	l prac	tice 1:	2 we	eks x 4	0 hou	rs/w	eek			Professional practice 2: 2 weeks x 40 hours/week						
4	M481.25.01.S4	5	С	0	0	0		0	80	DS	45	M481.25.02.S4 5 C 0 0 0 0 80 DS 45						
5				Elec	tive 1					Elective 2								
_	M481.25.01.V5-ij	5	Е	28	0	0		14	0	DCAV	83	M481.25.02.A5-ij 6 D 28 14 0 0 0 DA 108						
6		Et	hics a	and aca	adem	ic integ	rity											
0	M481.25.01.C6	3	D	14	7	0		0	0	DC	54							
7									_		-							
													_					
8			1			r			1		-							
9			r		1				r	1								
total /	VAi:	2	17	VPI:							481	VAi: 196 VPI:	474					
	VA (VAi+VAp):		97	VCA (	VA+V	PI)·							750					
r i	credits:		30	evalua						3E	,2D, 1C							
total /	VAi:		5.5	VPI:									33.9					
week	VA (VAi+VAp):	2	1.2	VCA (									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

				SEME	STER	3				TEAD				SEM	EST	ER 4				
1		Tele	comn	nunicat	ions te	echnolog	jies				Profes	ssional	prac	tice 4	l: 2 w	eeks	x 40	) hour	s/week	
1	M481.25.03.A1	6	Е	28	0	14	14	0	DA	94	M481.25.04.S1	5	С	0	0	0	0	80	DS	45
2			٧	/eb Te	hnolog	gies								h for eks x						
	M481.25.03.V2	7	Е	28	0	14	14	0	DCAV	119	M481.25.04.S2	20	С	0	0	0	0	250	DS	250
3			Digita	al medi	a adv	ertising								tion of eks x						
	M481.25.03.V3	6	Е	14	0	28	0	0	DCAV	108	M481.25.04.S3	5	Е	0	0	0	0	80	DS	45
4				Elec	tive 3								D	issert	tatior	n exa	m			
	M481.25.03.A4-ij	6	D	28	0	0	14	0	DA	108	M481.25.04.S4	10	Е	0	0	0	0	0	DS	0
5			prac	tice 3: 2	2 wee	ks x 40 h	nours/w	/eek												
	M481.25.03.S5	5	С	0	0	0	0	80	DS	45										
		1	1					1												
		1		1			1	1	1			1								
total /	VAi:			VPI:							VAi: VA (VAi+VAp)			VPI: VCA		100				3
emester	VA (VAi+VAp): credits:			VCA (V evaluat		4):			35		credits:	30.		evalu						2E, 2
	VAi:			VPI:	uU115.				JE,	33.9				VPI:	auoli	J.				20, 2
total /	VAI. VA (VAi+VAp):			VCA (	A+VF	20:					VAI. VA (VAi+VAp)			VCA	(VA+	VPI):				53
week	of which:			7	0	4	3		(c, s, l, p		of which:			0	0		0		(c, s, l, p, \	

dentification 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 ituation; Analysis, processing and interpretation of digital data.

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 Development of management and organizations areas, and 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	
				SEME	STER	1					SEMESTER 2
01		1. Re:	searc	Elec h and d		method	ology				Elective 2 1. Advanced research methods in PR
	M481.25.01.V5-01	5	Е	28	0	0	14	0	DCAV	83	M481.25.02.A5-01 6 D 28 14 0 0 0 DA 108
02				Elect 2. E-se		s					Elective 2 2. Strategic positioning and online/ offline corporate image
	M481.25.01.V5-02	5	Е	28	0	0	14	0	DCAV	83	M481.25.02.A5-02 6 D 28 14 0 0 D DA 108
03											
04											

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

-										2nc		
				S	SEMES	STER	3					SEMESTER 4
Г					Elect	ive 3						
	01	1. Theorie	es and a	appro	baches	s in mo	odern co	mmun	icatio	n		
		M481.25.03.A4-01	6	D	28	0	0	14	0	DA	108	
ſ					Elect							
	02			2. E	E-medi	a desi	gn*					
		M481.25.03.A4-02	6	D	28	0	0	14	0	DA	108	

		Name of	subject			Example Public relations. Principles and practices									
e	nc	FE c	S	р	VAp	CF	VPI	M481.25.01.V2 6 E 28 28 0 0 0 DCAV 10							
Code = sub	ject code							CF= subject category							
nc = number	of ECTS cred	its						CF={DA, DCAV, DS,DC}							
FE = form of	evaluation							DA - comprehesive subject							
F	<b>E</b> ∈ {E, D, C, F	P-E, P-D}						DCAV - advanced knowledge subject							
	E=exam							DS - sythesis subject							
	D=distribu	ited assessi	ment					DC - complementary subject							
	C=oral ex	am						VPI = time needed for self-study during a 14-week semester + a 4-week exam session							
c=course ho	urs /semester														
s=seminar h								VAi- time needed for fully assisted activities=c+s+l+p							
s=seminar h I=laboratory	nours							VA - time needed for both fully and partially assisted activities =VAi+Vap							

RECTOR, Assoc.Prof. Florin DRĂGAN,PhD DEAN, Prof. Daniel-Codruţ DEJICA-CARŢIŞ, PhD