

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**

PRD Cod	BS Code	PDS_M Code
40	30	10

degree progra m	c1c2c3 (domain )	a1a2
M	482	25

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

	SEMESTER 1											SEMESTER 2										
1	Open governance - the functioning of public institutions and organized forms of civil society											Interest groups. Building and maintaining alliances										
	M482.25.01.A1	6	E	28	28	0	0	0	DA	94	M482.25.02.A1	5	E	14	14	0	0	0	DA	97		
2	Elements of legal and political theory. OECD principles on transparency in decision-making and lobbying											Techniques for monitoring public policies in the EU and Romania										
	M482.25.01.A2	5	E	14	14	0	0	0	DA	97	M482.25.02.A2	6	E	14	14	0	14	0	DA	108		
3	Basic concepts in lobbying and advocacy											E-communication strategies and techniques										
	M482.25.01.V3	6	E	14	14	0	7	0	DCAV	115	M482.25.02.V3	6	D	28	14	0	0	0	DCAV	108		
4	Professional practice 1: 2 weeks x 40 hours/week											Professional practice 2: 2 weeks x 40 hours/week										
	M482.25.01.S4	5	C	0	0	0	0	80	DS	45	M482.25.02.S4	5	C	0	0	0	0	80	DS	45		
5	Elective 1											Elective 2										
	M482.25.01.A5-ij	5	E	14	14	0	0	0	DA	97	M482.25.02.C5-ij	4	E	14	14	0	0	0	DC	72		
6	Ethics and academic integrity											Elective 3										
	M482.25.01.C6	3	D	14	7	0	0	0	DC	54	M482.25.02.S6-ij	4	E	14	14	0	0	0	DS	72		
7																						
8																						
9																						
total / semester	VAi:	168	VPI:	502	VAi:	168	VPI:	502	VA (VAi+VAp):	248	VCA (VA+VPI):	750	VAi:	168	VPI:	502	VA (VAi+VAp):	248	VCA (VA+VPI):	750		
	credits:	30	evaluations:	4E,1D,1C	credits:	30	evaluations:	4E,1D,1C					credits:	30	evaluations:	4E,1D,1C						
total / week	VAi:	12	VPI:	35.9	VAi:	12.0	VPI:	35.9	VA (VAi+VAp):	17.7	VCA (VA+VPI):	53.6	VAi:	12.0	VPI:	35.9	VA (VAi+VAp):	17.7	VCA (VA+VPI):	53.6		
	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, VAp)							

**CURRICULUM**  
Academic year 2025 - 2026  
2nd YEAR

	SEMESTER 3											SEMESTER 4										
1	Advocacy and lobbying campaigns in specific environments											Professional practice 4: 2 weeks x 40 hours/week										
	M482.25.03.V1	6	E	14	14	0	14	0	DCAV	108	M482.25.04.S1	5	C	0	0	0	0	80	DS	45		
2	Public policy argumentation techniques. Negotiation strategies and tactics in lobbying and advocacy											Research for dissertation paper 10 weeks x 40 hours/week										
	M482.25.03.V2	6	E	14	14	0	14	0	DCAV	108	M482.25.04.S2	20	C	0	0	0	0	20	DS	480		
3	Strategies and techniques for information management in the digital society											Elaboration of dissertation paper 2 weeks x 40 hours/week										
	M482.25.03.C3	5	E	14	14	0	0	0	DC	97	M482.25.04.S3	5	E	0	0	0	0	52	DS	73		
4	Professional practice 3: 2 weeks x 40 hours/week											Dissertation exam										
	M482.25.03.S4	5	C	0	0	0	0	0	80	DS	45	M482.25.04.S4	10	E	0	0	0	0	0	DS	250	
5	Elective 4																					
	M482.25.03.C5-ij	4	D	14	14	0	0	0	DC	72												
	Elective 5																					
	M482.25.03.A6-ij	4	D	14	14	0	0	0	DA	72												

\* 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:**

- CT1. Manages digital identity
- CT2. Applies digital security measures
- CT3. Manages social communication platforms

**ELECTIVE SUBJECTS**  
Academic year 2025 - 2026

**1st YEAR**

	SEMESTER 1										SEMESTER 2									
01	Elective 1 1. Documentation methods in lobbying and advocacy										Elective 2 1. Data-driven advocacy									
	M482.25.01.V5-01	5	E	14	14	0	0	0	0	DA	M482.25.02.A5-01	4	E	14	14	0	0	0	DC	72
02	Elective 1 2. Advanced research methods in public relations and related fields										Elective 2 2. AI technology in advocacy strategies									
	M482.25.01.V5-02	5	E	14	14	0	0	0	0	DA	M482.25.02.A5-02	4	E	14	14	0	0	0	DC	72
03											Elective 3 1. Responsibility and ethical principles in lobbying									
												5	E	14	14	0	0	0	DS	83
04											Elective 3 1. Strategic positioning and online / offline reputation management									
												5	E	14	14	0	0	0	DS	83

**ELECTIVE SUBJECTS**  
Academic year 2025 - 2026

**2nd YEAR**

	SEMESTER 3										SEMESTER 4									
01	Elective 4 1. English for lobbying*																			
	M482.25.03.A4-01	4	D	14	14	0	0	0	0	DC										
02	Elective 4 2. English for advocacy																			
	M482.25.03.A4-02	4	D	14	14	0	0	0	0	DC										
03	Elective 5 1. Communication and public relations in lobbying and advocacy																			
		4	E	14	14	0	0	0	0	DA										
04	Elective 5 2. CSR and sustainability in lobbying and advocacy*																			
	M482.25.03.A4-02	4	E	14	14	0	0	0	0	DA										

**Legend**

Name of subject										
Code	nc	FE	c	s	l	p	VAp	CF	VPI	
<b>Code</b> = subject code <b>nc</b> = number of ECTS credits <b>FE</b> = form of evaluation FE ∈ {E, D, C, P-E, P-D} E=exam D=distributed assessment C=oral exam <b>c</b> =course hours /semester <b>s</b> =seminar hours <b>l</b> =laboratory hours <b>p</b> =portfolio hours <b>VAp</b> =time needed for partially assisted activities										

**Example**

Open governance: the functioning of public institutions and organized forms of civil society										
M482.25.01.A1	6	E	28	28	0	0	0	DA		94
<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> - synthesis 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>VAl</b> - time needed for fully assisted activities=c+s+l+p <b>VA</b> - time needed for both fully and partially assisted activities =VAl+Vap <b>VCA</b> - total time needed for all activities = VA+VPI										

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

RECTOR,  
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DEAN,  
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