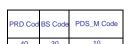
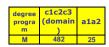
Postgraduate (MA) study programme: Strategic Communication and Advocacy in the Digital Society

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





CURRICULUM Academic year 2025 - 2026 1st YEAR

Universitatea Politehnica Timişoara

									131	TEAR	\									
		SEMESTER 2																		
	Open governance - the fi	Interest groups. Building and maintaining alliances																		
1	M482.25.01.A1	6	Е	28	28	0	0	0	DA	94	M482.25.02.A1	5	Е	14	14	0	0	0	DA	97
2	Elements of legal and po	Techniques for monitoring public policies in the EU and Romania																		
	M482.25.01.A2	5	Ε	14	14	0	0	0	DA	97	M482.25.02.A2	6	Ε	14	14	0	14	0	DA	108
3	Basic concepts in lobbying and advocacy										E-communication strategies and techniques									
3	M482.25.01.V3	6	Е	14	14	0	7	0	DCAV	115	M482.25.02.V3	6	D	28	14	0	0	0	DCAV	108
4	Professi		Professional practice 2: 2 weeks x 40 hours/week																	
	M482.25.01.S4	5	С	0	0	0	0	80	DS	45	M482.25.02.S4	5	С	0	0	0	0	80	DS	45
5			Elective 2																	
	M482.25.01.A5-ij	5	Е	14	14	0	0	0	DA	97	M482.25.02.C5-ij	4	Ε	14	14	0	0	0	DC	72
6		Eth	nics a	nd aca	demi	ic integrit	у				Elective 3									
	M482.25.01.C6	3	D	14	7	0	0	0	DC	54	M482.25.02.S6-ij	4	Ε	14	14	0	0	0	DS	72
7																				
8																				
9																				
	VAi:			VPI:							VAi:			VPI:						502
	VA (VAi+VAp):			VCA (V		PI):					VA (VAi+VAp):			VCA			:			750
r	credits:		0	evaluat	ions:				4E		credits:			evalu	ation	S:				4E,1D, 1C
total /	VAi:			VPI:		D 1					VAi:			VPI:	0/4	VDI				35.9
week	VA (VAi+VAp): of which:	17	1.1	VCA (V	6 6	PI): 0	0.5	E 7	(0 0 l n		VA (VAi+VAp): of which:		17.7	VCA 6	(VA+	0		E 71	(c, s, l, p, VAp	53.6
	OF WINGIT.			Ö	ď	U	0.5	5./	(c, s, l, p,	v Ap)	OF WINCH.			ט	5	U	1	5./1	(c, s, i, p, VA)	"

CURRICULUM Academic year 2025 - 2026

									2n	d YEA	R										
						SEMESTER 4															
1	Advocacy a	Professional practice 4: 2 weeks x 40 hours/week																			
	M482.25.03.V1	6	Е	14	14	0	14	0	DCAV	108	M482.25.04.S1	5	С	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	Е	14	14	0	14	0	DCAV	108	M482.25.04.S2		_	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	Е	14	14	0	0	0	DC	97	M482.25.04.S3	5	Е	0	0	0	0	52	DS	73	
4	Professional practice 3: 2 weeks x 40 hours/week										Dissertation exam										
	M482.25.03.S4	5	С	0	0	0	0	80	DS	45	M482.25.04.S4	10	Е	0	0	0	0	0	DS	250	
5																					
	M482.25.03.C5-ij	4	D	14	14	0	0	0	DC	72											
				Elect	ive 5																
	M482.25.03.A6-ij	4	D	14	14	0	0	0	DA	72											
																				1	
								1										<u> </u>	<u> </u>		
i		1	1	I	1 1			1	1	1		1 1					1	1			
												-	•								
							1						T								
total /	VAi: 168 VPI:										VAi:	0 /						84			
semester	VA (VAi+VAp): credits:		248 30	VCA (VA+VPI): evaluations:					45	750				VCA (VA+VPI): evaluations:						100 2E, 20	
	VAi:			VPI:	tions.				40		VAi:		0.00		ation	3 .				60.	
total / week	VA (VAi+VAp):		7.7	VCA (/A+V	PI):					VA (VAi+VAp)		10,9		(VA+	VPI):				71.	
week	of which:			5	5	0	2	5.7	(c, s, l,	p, VAp)	of which:			0	0	0	0	10.9	(c, s, l, p, \	/Ap)	

- 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

- C13. Implements strategic planning
 Transversal competences:
 CT1. Manages digital identity
 CT2. Applies digital security measures

ELECTIVE SUBJECTS Academic year 2025 - 2026 1st YEAR

	TOUT EAR											
	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 DA 97	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. Al technology in advocacy strategies										
	M482.25.01.V5-02 5 E 14 14 0 0 DA 97	M482.25.02.A5-02										
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
	Elective 4	
01	1. English for lobbying*	
	M482.25.03.A4-01 4 D 14 14 0 0 0 DC 72	
	Elective 4	
02	English for advocacy	
	M482.25.03.A4-02	
	Elective 5	
03	 Communication and public relations in lobbying and advocacy 	
	4 E 14 14 0 0 DA 72	
	Elective 5	
04	CSR and sustainability in lobbying and advocacy*	
	M482.25.03.A4-02	

Name of subject											Example										
de	·								o CI	F	VPI	Open governance: the functioning of public institutions and organized forms of civil s									
												M482.25.01.A1 6 E 28 28 0 0 0 DA									
Code =	subject code											CF= subject category									
nc = nur	nber of ECTS cred	fits										CF={DA, DCAV, DS,DC}									
FE = for	m of evaluation											DA - comprehesive subject									
	$FE \in \{E, D, C,$	P-E, P-D)}									DCAV - advanced knowledge subject									
E=exam										DS - sythesis subject											
	D=distrib	uted asse	essme	ent								DC - complementary subject									
	C=oral ex	am										VPI = time needed for self-study during a 14-week semester + a 4-week exam session									
c=cours	e hours /semester																				
s=semin	ar hours																				
I=labora	tory hours											VAi- time needed for fully assisted activities=c+s+l+p									
p =portfo	olio hours											VA - time needed for both fully and partially assisted activities =VAi+Vap									
VAn-tim	ne needed for parti	ally assis	sted a	ctivities								VCA - total time needed for all activities = VA+VPI									

RECTOR, Assoc.Prof. Florin DRĂGAN,PhD

DEAN, Prof. Daniel-Codruţ DEJICA-CARŢIŞ, PhD