SYLLABUS [1]
THIS COURSE UNIT IS TAUGHT IN ROMANIAN LANGUAGE

1. Information about the program

1.1 Higher education institution	Politehnica University of Timisoara
1.2 Faculty[2]/ Department [3]	Communication Sciences/Communication and Foreign languages
1.3 Chair	━
1.4 Field of study (name/code[4])	Communication Sciences (40 30 10 60)
1.5 Study cycle	Undergraduate
1.6 Study program (name/code/qualification)	Communication and Public Relations (40 30 10 60 20)

2. Information about the discipline

2.1 Name of discipline/ formative category[5]	Ethics and deontology in communication						
2.2 Coordinator (holder) of course activities	Assoc. prof. dr. Mariana CERNICOVA-BUCĂ						
2.3 Coordinator (holder) of applied activities[6]	Assoc. prof. dr. Mariana CERNICOVA-BUCĂ						
2.4 Year of study[7]	I	**2.5** Semester	I	**2.6** Type of evaluation	E	**2.7** Type of discipline[8]	DI

3. Total estimated time – hours / semester: direct teaching activities (fully assisted or partly assisted) and individual training activities (unassisted) [9]

3.1 Number of fully assisted hours / week	2 of which:	**3.2** course	1	**3.3** seminar / laboratory / project	1
3.1* Total number of fully assisted hours / semester	28 of which:	**3.2*** course	14	**3.3*** seminar / laboratory / project	14
3.4 Number of hours partially assisted / week	of which:	**3.5** training		**3.6** hours for diploma project elaboration	
3.4* Total number of hours partially assisted / semester	of which:	**3.5*** training		**3.6*** hours for diploma project elaboration	
3.7 Number of hours of unassisted activities / week	7,6 of which:	additional documentary hours in the library, on the specialized electronic platforms and on the field			2,5
		hours of individual study after manual, course support, bibliography and notes			2,5
		training seminars / laboratories, homework and papers, portfolios and essays			2,6
3.7* Number of hours of unassisted activities / semester	97 of which:	additional documentary hours in the library, on the specialized electronic platforms and on the field			30
		hours of individual study after manual, course support, bibliography and notes			30
		training seminars / laboratories, homework and papers, portfolios and essays			37
3.8 Total hours / week [10]	9				
3.8* Total hours /semester	125				
3.9 Number of credits	5				

4. Prerequisites (where applicable)

4.1 Curriculum	• Critical thinking
4.2 Competencies	• Correct verbal and written language skills

5. Conditions (where applicable)

5.1 of the course	• Auditorium with video-projector
5.2 to conduct practical activities	• Seminar room video-projector, computer and Internet connection

6. Specific competencies acquired through this discipline

Specific competencies	• CP 1: Identification and use of language, methodologies and specialized knowledge in the field of communication sciences • CP5: Professional assistance in the management of crisis communication and/or in the mediation of communication conflicts
Professional competencies ascribed to the specific competencies	Solving the professional ethical dilemma with domain-specific argumentation Elaboration of documents supporting organizational culture, in correct formats and with specific language Analyzing potentially conflict situations and providing remedial solutions Demonstration of copyright rules applicable to multiple communication platforms
Transversal competencies ascribed to the specific competencies	• CT1: Solving in a realistic manner - with argumentation both theoretical, and practical – of some usual professional situations, in view of their effective and ethical accomplishment • CT2: Applying the techniques of effective multidisciplinary teamwork in accomplishing some tasks on different hierarchy ladders • CT3: Self-assessment of the need for vocational training, to facilitate school-to-work transition and adaptation to labour market requirements

7. Objectives of the discipline (based on the grid of specific competencies acquired - pct.6)

7.1 The general objective of the discipline	Stimulating professional social behaviour and the ability to harmonise students' personalities with the requirements of modern organisational culture.
7.2 Specific objectives	• Transfer of a set of theoretical and applied knowledge to prepare students for professional life, considering ethical norms and previously acquired knowledge in the Law of Communication discipline. • Training of ethical competence in the field of specialization (communication/public relations, advertising, scientific research) and related fields (journalism, public administration, economic environment). • Developing positive and responsible attitudes towards public relations.

8. Content [11]

8.1 Course	Number of hours	Teaching methods [12]
Ethics and general ethics: definitions, values, attitudes in a social context. Relevant themes of applied ethics	2	Lecture, brainstorming, interactive discussion, explanations, and examples
Main ethical traditions: ethical judgement	2	
Means of achieving professional rules: code of ethics, ethics committee, internal regulations	2	
Particularities of professional ethics in the field of communication sciences (journalism, public relations, advertising)	2	
Ethical Codes and Professional Associations in Public Relations	2	
Copyright, right to one's own image, rules that influence RP activities	2	

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[11] It details all the didactic activities foreseen in the curriculum (lectures and seminar themes, the list of laboratory works, the content of the stages of project preparation, the theme of each practice stage). The titles of the laboratory work carried out on the stands shall be accompanied by the notation "(*)".

[12] Presentation of the teaching methods will include the use of new technologies (e-mail, personalized web page, electronic resources etc.).

Current trends in the professional ethics of communicators	2	

Bibliography [13]
1. Frunză, Sandu, *Comunicare etică și responsabilitate socială,* Editura Tritonic, București, 2011.
2. Newsom, Doug, VanSlyke, Judy, Kruckenberg, Dean, *Totul despre relațiile publice*, Polirom, 2003.
3. Singer, Peter (editor), *Tratat de etică*, Editura Polirom, București, 2006.
4. Radu, Raluca-Nicoleta, *Deontologia comunicării publice*, Editura Polirom, București, 2015
.English language bibliography provided upon request

8.2 Applied activities [14]	Number of hours	Teaching methods
Dynamics of the relationship between values, attitudes and behaviour: study of values expressed by organisations	2	Inductive/deductive analysis, interactive discussion, explanations, and examples, case studies
Personal Ethics vs. Organizational Ethics: Analysis Exercise and Role-Playing	2	
Code of ethics in institutions and organisations as a way of supporting organisational culture: analysis of codes and elaboration of own code	2	
Group/collective processes and behaviours; ethical leadership issue (case study)	2	
Comparing ethical values in the mirror between journalism, PR and advertising	2	
Corporate social responsibility – analysis of CSR campaigns and simulation of the proposal for CSR actions for a company	2	
Meeting with a professional communicator and a debate of professional ethics issues in various situations	2	

Bibliography [15]
Authentic texts, film (de ex. *Citizenfour, Thank you for smoking* etc.), recommended bibliography for the course
http://www.ipra.org/, www.prwave.rowww.unesco.org;
authentic texts from local media

9. Corroboration of the content of the discipline with the expectations of the main representatives of the epistemic community, professional associations and employers in the field afferent to the program

- Compliance with ethics in labor relations is part of the requirements of employers, regardless of the field of activity, and membership of the body of public relations professionals requires, in addition to adopting general ethical behavior, the assumption of the values and behaviors described in the Athens Code of Ethics, with subsequent adaptations, under the conditions of postmodern, logocentric and digital society.

10. Evaluation

Type of activity	10.1 Evaluation criteria [16]	10.2 Evaluation methods	10.3 Share of the final grade
10.4 Course	Demonstration of knowledge of specific concepts and ability to formulate ethical decisions in accordance with the rules of the profession;	Written test (two theoretical subjects and one practical)	50%
10.5 Applied activities	**S:** Demonstration of the ability to analyse ethical situations and make decisions in accordance with the rules and professional culture of the employer	Active participation in the seminar activities. Portfolio	50%
	L:		
	P[17]**:**		
	Pr:		
10.6 Minimum performance standard (minimum amount of knowledge necessary to pass the discipline and the way in which this knowledge is verified [18])			

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[13] At least one title must belong to the discipline team and at least one title should refer to a reference work for discipline, national and international circulation, existing in the UPT library.

[14] Types of application activities are those specified in footnote 5. If the discipline contains several types of applicative activities then they are sequentially in the lines of the table below. The type of activity will be in a distinct line as: "Seminar:", "Laboratory:", "Project:" and / or "Practice/training".

[15] At least one title must belong to the discipline team.

[16] Syllabus must contain the procedure for assessing the discipline, specifying the criteria, methods and forms of assessment, as well as specifying the weightings assigned to them in the final grade. The evaluation criteria shall be formulated separately for each activity foreseen in the curriculum (course, seminar, laboratory, project). They will also refer to the forms of verification (homework, papers, etc.)

[17] In the case where the project is not a distinct discipline, this section also specifies how the outcome of the project evaluation makes the admission of the student conditional on the final assessment within the discipline.

[18] It will not explain how the promotion mark is awarded.

- Grade 5 is given for the minimal treatment of each subject at the exam, grade 10 for the treatment of the subjects, with including information from the bibliography. The evaluation takes into consideration the capacity of the students to combine acquired knowledge with their own documentation and reasoned opinion. Any attempt to cheat or plagiarize will result in sanctions, according to the gravity of the academic offence.

Date of completion	Course coordinator (signature)	Coordinator of applied activities (signature)
	…………………….………	…………………….………
Head of Department (signature)	Date of approval in the Faculty Council [19]	Dean (signature)
…………………….………		…………………….………

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[19] The endorsement is preceded by the discussion of the board's view of the study program on the discipline record.

4. Information about the program

1.1 Higher education institution	Politehnica University of Timisoara
1.2 Faculty[21]/ Department [22]	Communication Sciences/Communication and Foreign languages
1.3 Chair	—
1.4 Field of study (name/code[23])	Communication Sciences (40 30 10 60)
1.5 Study cycle	Undergraduate
1.6 Study program (name/code/qualification)	Communication and Public Relations (40 30 10 60 20)

5. Information about the discipline

2.1 Name of discipline/ formative category[24]	Communication with the press				
2.2 Coordinator (holder) of course activities	Assoc. prof. Mariana CERNICOVA-BUCĂ				
2.3 Coordinator (holder) of applied activities[25]	Lect. dr. Daniel CIUREL				
2.4 Year of study[26]	II	**2.5** Semester	2	**2.6** Type of evaluation	E	**2.7** Type of discipline[27]	DI

6. Total estimated time – hours / semester: direct teaching activities (fully assisted or partly assisted) and individual training activities (unassisted) [28]

3.1 Number of fully assisted hours / week	3 of which:	**3.2** course	1	**3.3** seminar / laboratory / project	2
3.1* Total number of fully assisted hours / semester	42 of which:	**3.2*** course	14	**3.3*** seminar / laboratory / project	28
3.4 Number of hours partially assisted / week	of which:	**3.5** training		**3.6** hours for diploma project elaboration	
3.4* Total number of hours partially assisted / semester	of which:	**3.5*** training		**3.6*** hours for diploma project elaboration	
3.7 Number of hours of unassisted activities / week	3,5 of which:	additional documentary hours in the library, on the specialized electronic platforms and on the field			1,5
		hours of individual study after manual, course support, bibliography and notes			1,5
		training seminars / laboratories, homework and papers, portfolios and essays			1,5
3.7* Number of hours of unassisted activities / semester	58 of which:	additional documentary hours in the library, on the specialized electronic platforms and on the field			18
		hours of individual study after manual, course support, bibliography and notes			20
		training seminars / laboratories, homework and papers, portfolios and essays			20
3.8 Total hours / week [29]	7,1				
3.8* Total hours /semester	100				
3.9 Number of credits	4				

4. Prerequisites (where applicable)

4.1 Curriculum	• Introduction to mass-media; PR fundamentals

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[20] The form corresponds to the Discipline File promoted by OMECTS 5703 / 18.12.2011 and to the requirements of the ARACIS Specific Standards valid from 01.10.2017.

[21] The name of the faculty which manages the educational curriculum to which the discipline belongs

[22] The name of the department entrusted with the discipline, and to which the course coordinator/holder belongs.

[23] The code provided in HG no.140 / 16.03.2017 or similar HGs updated annually shall be entered.

[24] Discipline falls under the educational curriculum in one of the following formative disciplines: Basic Discipline (DF), Domain Discipline (DD), Specialist Discipline (DS) or Complementary Discipline (DC).

[25] Application activities refer to: seminar (S) / laboratory (L) / project (P) / practice/training (Pr).

[26] Year of studies in which the discipline is provided in the curriculum.

[27] Discipline may have one of the following regimes: imposed discipline (DI), optional discipline (DO) or optional discipline (Df).

[28] The number of hours in the headings 3.1 *, 3.2 *, ..., 3.8 * is obtained by multiplying by 14 (weeks) the number of hours in headings 3.1, 3.2, ..., 3.8. The information in sections 3.1, 3.4 and 3.7 is the verification keys used by ARACIS as: (3.1) + (3.4) ≥ 28 hours / wk. and (3.8) ≤ 40 hours / wk.

[29] The total number of hours / week is obtained by summing up the number of hours in points 3.1, 3.4 and 3.7.

4.2 Competencies	• Verbal and written communication, in accordance with professional norms, operating with the fundamental terms and and concepts in PR and communication

5. Conditions (where applicable)

5.1 of the course	• Auditorium with video-projector
5.2 to conduct practical activities	• Seminar room video-projector, computer

6. Specific competencies acquired through this discipline

Specific competencies	• CP2: Using the new information and communication technologies • CP3: Identification and using strategies, methods and techniques of communication in the PR process • CP4: Design and promotion of a PR product
Professional competencies ascribed to the specific competencies	• Analysis of current professional practices • Developing products required in written communication with the press: press release, media kit • Planning the scenarios for press events: press conference, visit and media tour • Simulation of a press conference
Transversal competencies ascribed to the specific competencies	• CT1: Solving in a realistic manner - with theoretical, and practical argumentation – of current professional situations, in view of their effective and ethical accomplishment • CT2: Applying the techniques of effective multidisciplinary teamwork in accomplishing some tasks on different hierarchy ladders

7. Objectives of the discipline (based on the grid of specific competencies acquired - pct.6)

7.1 The general objective of the discipline	• Developing the capacity to interact with the main partner in the external communication of the organization/company both for sending content messages and for promotion through publicity
7.2 Specific objectives	• Defining concepts theories, paradigms and methodologies used in communication analysis

8. Content [30]

8.1 Course	Number of hours	Teaching methods [31]
1. The strategy of media relations: PESO (Paid, Earned, Shared, Owned)	2	Lecture, brainstorming, interactive discussion, explanations, and examples
2. Content creation – media values – values of PR professionals – values of the public	2	
3. Organization and responsibilities of the media bureau. The spokesperson	2	
4. Written press communication techniques: the press release	2	
5. The media kit	2	
6. Media events: the press conference, the brief, the statement. Professional requirements, organizational aspects. The media visit and the media tour	2	

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[30] It details all the didactic activities foreseen in the curriculum (lectures and seminar themes, the list of laboratory works, the content of the stages of project preparation, the theme of each practice stage). The titles of the laboratory work carried out on the stands shall be accompanied by the notation "(*)".

[31] Presentation of the teaching methods will include the use of new technologies (e-mail, personalized web page, electronic resources etc.).

7. Cultivating and maintaining the media relationship through joint production of programmes or broadcasts, publicity, partnership	4	

1. Bibliography [32] Balaban, Delia, Abrudan, Mirela, *Tendințe în PR și publicitate. Planificare strategică și instrumente de comunicare*, Editura Tritonic, București, 2008.
2. Coman, Cristina, *Relațiile publice și mass media*, Polirom, 2004 (ediție revăzută și adăugită)
3. David, George, *Tehnici de relații publice. Comunicarea cu mass-media*, Polirom, 2008.
4. Dagenais, Bernard, *Profesia de relaționist*, Polirom, 2007.
5. Marconi, Joe, *Ghid practic de relații publice,* Polirom, 2007.
6. Newsom, Doug, Van Slyke Turk, Judy, Kruckenberg, Dean, *Totul despre relațiile publice*, Polirom, 2003.

Gini Dietrich (blog): https://spinsucks.com/

8.2 Applied activities [33]	Number of hours	Teaching methods
1. Analysis of professional communicators (case study)	2	Inductive/deductive analysis, interactive discussion, explanations and examples
2. Journalists vs. PR professionals face to face (role play)	2	
3. The professional models (spokespersons in media relations)	2	
4. Meeting with PR professionals and the presentation of communication style	2	
5. Identification of materials and documents of interest for the media	4	
6. Adaptation of the messages considering different media	2	
7. Establishing the media plan: concept, tools, and objectives	4	
8. Using the main tools in communication with media	6	
9. Finishing the media communication project	4	

Bibliography [34] Bibliography recommended at the course, authentic texts
Wilcox, Dennis et al., *Relații publice. Strategii și tactici*, Editura Curtea Veche, 2009
www.prwave.ro
Video material „Imagini" (produced by the Center for Independent Journalism, illustrating aspects of the communication with the press
English language bibliography, provided upon request).

9. **Corroboration of the content of the discipline with the expectations of the main representatives of the epistemic community, professional associations and employers in the field afferent to the program**

- Media relations have a significant place concerning the duties of PR professionals, hired in all communication fields as it became clear from the focus-group, organized at the DCLS in March 2013.

10. **Evaluation**

Type of activity	10.1 Evaluation criteria [35]	10.2 Evaluation methods	10.3 Share of the final grade
10.4 Course	Demonstrating the theoretical and practical knowledge from the field	Written exam (two theoretical subjects and one practical)	2/3 of the final grade
10.5 Applied activities	**S:** The capacity of thinking synthetically and comparatively, to critically analyze and to produce new advertising materials	Active participation at the seminar. Portfolio consisting in a media event	1/3 of the final grade
	L:		

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[32] At least one title must belong to the discipline team and at least one title should refer to a reference work for discipline, national and international circulation, existing in the UPT library.
[33] Types of application activities are those specified in footnote 5. If the discipline contains several types of applicative activities then they are sequentially in the lines of the table below. The type of activity will be in a distinct line as: "Seminar:", "Laboratory:", "Project:" and / or "Practice/training".
[34] At least one title must belong to the discipline team.
[35] Syllabus must contain the procedure for assessing the discipline, specifying the criteria, methods and forms of assessment, as well as specifying the weightings assigned to them in the final grade. The evaluation criteria shall be formulated separately for each activity foreseen in the curriculum (course, seminar, laboratory, project). They will also refer to the forms of verification (homework, papers, etc.)

	P[36]**:**		
	Pr:		

10.6 Minimum performance standard (minimum amount of knowledge necessary to pass the discipline and the way in which this knowledge is verified [37])
•   Designing a plan for communication with media, doing a media monitoring for at least two weeks, organizing a simulated press conference covering all the steps (establishing the topics, the speakers, press invitation, holding the conference) •   Grade 5 is given for minimal treatment of the subjects, grade 10 is given for the treatment of subjects with the demonstration of the theoretical and applied knowledge from the course and from the recommended bibliography.

Date of completion	Course coordinator (signature)	Coordinator of applied activities (signature)
	…………………….………	…………………….………
Head of Department **(signature)**	**Date of approval in the Faculty** **Council** [38]	**Dean** **(signature)**
…………………….………		…………………….………

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[36] In the case where the project is not a distinct discipline, this section also specifies how the outcome of the project evaluation makes the admission of the student conditional on the final assessment within the discipline.

[37] It will not explain how the promotion mark is awarded.

[38] The endorsement is preceded by the discussion of the board's view of the study program on the discipline record.

7. Information about the program

1.1 Higher education institution	Politehnica University of Timisoara
1.2 Faculty[40]/ Department [41]	Communication Sciences/Communication and Foreign languages
1.3 Chair	▬
1.4 Field of study (name/code[42])	Communication Sciences (40 30 10 60)
1.5 Study cycle	Undergraduate
1.6 Study program (name/code/qualification)	Communication and Public Relations (40 30 10 60 20)

8. Information about the discipline

2.1 Name of discipline/ formative category[43]	Introduction to mass-media				
2.2 Coordinator (holder) of course activities	Assoc. prof. dr. Mariana CERNICOVA-BUCĂ				
2.3 Coordinator (holder) of applied activities[44]	Lect. dr. Daniel CIUREL				
2.4 Year of study[45]	I	**2.5** Semester	I	**2.6** Type of evaluation	E	**2.7** Type of discipline[46]	DI

9. Total estimated time – hours / semester: direct teaching activities (fully assisted or partly assisted) and individual training activities (unassisted) [47]

3.1 Number of fully assisted hours / week	3 of which:	**3.2** course	2	**3.3** seminar / laboratory / project	1
3.1* Total number of fully assisted hours / semester	42 of which:	**3.2*** course	28	**3.3*** seminar / laboratory / project	14
3.4 Number of hours partially assisted / week	of which:	**3.5** training		**3.6** hours for diploma project elaboration	
3.4* Total number of hours partially assisted / semester	of which:	**3.5*** training		**3.6*** hours for diploma project elaboration	
3.7 Number of hours of unassisted activities / week	6 of which:	additional documentary hours in the library, on the specialized electronic platforms and on the field			2,5
		hours of individual study after manual, course support, bibliography and notes			1,5
		training seminars / laboratories, homework and papers, portfolios and essays			2
3.7* Number of hours of unassisted activities / semester	83 of which:	additional documentary hours in the library, on the specialized electronic platforms and on the field			30
		hours of individual study after manual, course support, bibliography and notes			30
		training seminars / laboratories, homework and papers, portfolios and essays			23
3.8 Total hours / week [48]	8,9				
3.8* Total hours /semester	125				
3.9 Number of credits	5				

4. Prerequisites (where applicable)

4.1 Curriculum	• Not the case
4.2 Competencies	• Correct verbal and written language skills

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5. Conditions (where applicable)

5.1 of the course	• Auditorium with video-projector
5.2 to conduct practical activities	• Seminar room video-projector, computer and Internet connection

6. Specific competencies acquired through this discipline

Specific competencies	• Analysis of media messages using the principles of media literacy and the rules of selecting the news • Demonstrating the knowledge of the Romanian media universe • Designing media texts compatible with the journalism professional practices • Following media messages on multiple publishing platforms online and offline
Professional competencies ascribed to the specific competencies	• Solving in a realistic manner - with argumentation both theoretical, and practical – of some usual professional situations, in view of their effective and ethical accomplishment • Applying the techniques of effective multidisciplinary teamwork in accomplishing some tasks on different hierarchy ladders
Transversal competencies ascribed to the specific competencies	• CT1: Solving in a realistic manner - with argumentation both theoretical, and practical – of some usual professional situations, in view of their effective and ethical accomplishment • CT2: Applying the techniques of effective multidisciplinary teamwork in accomplishing some tasks on different hierarchy ladders

7. Objectives of the discipline (based on the grid of specific competencies acquired - pct.6)

7.1 The general objective of the discipline	• Acquiring essential knowledge about the functioning of the mass-media system, the theories concerning the roles and effects of mass-media, and the evolution of mass communication in relation with the technological progress
7.2 Specific objectives	• Developing the capacity to interact with the main partner in the oxternal communication of the organization/company both for sending content messages and for promotion through publicity • Developing media literacy skills • Acquiring a set of both theoretical and applied knowledge allowing the creation of media texts compatible with selected channel • Stimulation of creativity and the demonstration of abilities of presenting projects

8. Content [49]

8.1 Course	Number of hours	Teaching methods [50]
1. Mass communication and mass media. M. McLuhan and the "communication highways"	2	Lecture, brainstorming, interactive discussion, explanations, and examples
2. Media universe: typology of media institutions	2	
3. Media institution as message generator	2	
4. Editorial and advertising content. The double financing of the media	2	
5. Professional rules of identification of journalistic information	2	
6. Media and society: models of the press	2	
7. The right to free press and digital challenges	2	

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[49] It details all the didactic activities foreseen in the curriculum (lectures and seminar themes, the list of laboratory works, the content of the stages of project preparation, the theme of each practice stage). The titles of the laboratory work carried out on the stands shall be accompanied by the notation "(*)".

[50] Presentation of the teaching methods will include the use of new technologies (e-mail, personalized web page, electronic resources etc.).

8. Socio-cultural functions of mass-media: interpretation, connection, culturalization, entertainment	2
9. Theories of mass-media effects: limited and weak effects	
10. Theories of mass-media effects: strong effects	
11. Organization of journalistic activity. The news desk: roles and activties	
12. The professional status of the journalist. The journalistic profession: professional values and the objectivity ideal	
13. The press agency specific	

Bibliography [51]   Cernicova-Bucă, Mariana, *Stilul publicistic actual. Cu privire specială asupra interviului,* Editura Augusta, Timişoara, 1999.
Cernicova-Bucă, Mariana, *Universul mediatic timişean*, Editura Orizonturi universitare, Timişoara, 2009.
Coman, Mihai, *Introducere în sistemul mass media*, Polirom, 2016 (ediţia a IV-a)
Dominick, Joseph R., *Ipostaze ale comunicării de masă. Media în era digitală*, Editura Comunicare.ro, 2009
English language bibliography provided upon request

8.2 Applied activities [52]	Number of hours	Teaching methods
1. Media literacy: the construction and deconstruction of the media message. The principles of media literacy	2	Inductive/deductive analysis, interactive discussion, explanations and examples
2. Media messages producers	2	
3. Media formats and genres	2	
4. Media audiences	2	
5. Media content	2	
6. The control of the media messages	2	
7. Agenda setting, framing, and priming	2	
8.	2	

Bibliography [53]   Cernicova-Bucă, Mariana, *Punctuația în publicistica românească actuală*, Editura Augusta/Editura Artpress, Timişoara, 2007.
Cernicova-Bucă, Mariana, *Stilul publicistic actual. Cu privire specială asupra interviului,* Editura Augusta, Timișoara, 1999.
Coman, Mihai (coord.), *Manual de jurnalism* Polirom, 2009 (ediţia a III-a revăzută și adăugită). Ciurel, Daniel, *Cultura media. Perspective retorice*, Tritonic, București, 2020.
www.unesco.org;
authentic texts from local media

9. **Corroboration of the content of the discipline with the expectations of the main representatives of the epistemic community, professional associations and employers in the field afferent to the program**

- In order to assure consistency of the course content with the requirements of the marketplace and the expectations of the employers a constant contact is maintained with the representatives of the academic and professional environment. Also, the discipline meets the requirements of the academic community by designing the content from general to particular and from simple to complex.

10. Evaluation

Type of activity	**10.1** Evaluation criteria [54]	**10.2** Evaluation methods	**10.3** Share of the final grade
10.4 Course	The correct identification of operational Romanian media institutions. Demonstrating the capacity of enumerating and explaining the mass-media roles and effects	Written exam (two theoretical subjects and one practical)	70%
10.5 Applied activities	**S:** Creating a portfolio of media monitoring using a guide; analysis of news, features, interviews, investigations, editorials and	A practical subject for the written exam. Portfolio consisting in two parts: media monitoring and media literacy analysis	30%

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[51] At least one title must belong to the discipline team and at least one title should refer to a reference work for discipline, national and international circulation, existing in the UPT library.
[52] Types of application activities are those specified in footnote 5. If the discipline contains several types of applicative activities then they are sequentially in the lines of the table below. The type of activity will be in a distinct line as: "Seminar:", "Laboratory:", "Project:" and / or "Practice/training".
[53] At least one title must belong to the discipline team.
[54] Syllabus must contain the procedure for assessing the discipline, specifying the criteria, methods and forms of assessment, as well as specifying the weightings assigned to them in the final grade. The evaluation criteria shall be formulated separately for each activity foreseen in the curriculum (course, seminar, laboratory, project). They will also refer to the forms of verification (homework, papers, etc.)

	commentaries using media literacy principles		
	L:		
	P[55]**:**		
	Pr:		

10.6 Minimum performance standard (minimum amount of knowledge necessary to pass the discipline and the way in which this knowledge is verified [56])

- Grade 5 is given for the minimal treatment of each subject at the exam, grade 10 for the treatment of the subjects, with including information from the bibliography. The evaluation takes into consideration the capacity of the students to combine acquired knowledge with their own documentation and reasoned opinion. Any attempt to cheat or plagiarize will result in sanctions, according to the gravity of the academic offence.

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<td align="center">Date of completion</td>
<td align="center">Course coordinator
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<td align="center">Date of approval in the Faculty
Council [57]</td>
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(signature)</td>
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[55] In the case where the project is not a distinct discipline, this section also specifies how the outcome of the project evaluation makes the admission of the student conditional on the final assessment within the discipline.

[56] It will not explain how the promotion mark is awarded.

[57] The endorsement is preceded by the discussion of the board's view of the study program on the discipline record.

SYLLABUS [58]

<mark>THIS COURSE UNIT IS TAUGHT IN ROMANIAN LANGUAGE</mark>

10. Information about the program

1.1 Higher education institution	Politehnica University of Timisoara
1.2 Faculty[59]/ Department [60]	Communication Sciences/Communication and Foreign languages
1.3 Chair	─
1.4 Field of study (name/code[61])	Communication Sciences (40 30 10 60)
1.5 Study cycle	Undergraduate
1.6 Study program (name/code/qualification)	Communication and Public Relations (40 30 10 60 20)

11. Information about the discipline

2.1 Name of discipline/ formative category[62]	Introduction to advertising / DD				
2.2 Coordinator (holder) of course activities	Senior lecturer Daniel CIUREL, PhD				
2.3 Coordinator (holder) of applied activities[63]	Senior lecturer Daniel CIUREL, PhD				
2.4 Year of study[64]	I	**2.5** Semester	2	**2.6** Type of evaluation	E	**2.7** Type of discipline[65]	DI

12. Total estimated time – hours / semester: direct teaching activities (fully assisted or partly assisted) and individual training activities (unassisted) [66]

3.1 Number of fully assisted hours / week	4 of which:	**3.2** course	2	**3.3** seminar / laboratory / project	2
3.1* Total number of fully assisted hours / semester	56 of which:	**3.2*** course	28	**3.3*** seminar / laboratory / project	28
3.4 Number of hours partially assisted / week	of which:	**3.5** training		**3.6** hours for diploma project elaboration	
3.4* Total number of hours partially assisted / semester	of which:	**3.5*** training		**3.6*** hours for diploma project elaboration	
3.7 Number of hours of unassisted activities / week	3,14 of which:	additional documentary hours in the library, on the specialized electronic platforms and on the field			1
		hours of individual study after manual, course support, bibliography and notes			1
		training seminars / laboratories, homework and papers, portfolios and essays			1,14
3.7* Number of hours of unassisted activities / semester	44 of which:	additional documentary hours in the library, on the specialized electronic platforms and on the field			14
		hours of individual study after manual, course support, bibliography and notes			14
		training seminars / laboratories, homework and papers, portfolios and essays			16
3.8 Total hours / week [67]	7,14				
3.8* Total hours /semester	100				
3.9 Number of credits	4				

4. Prerequisites (where applicable)

4.1 Curriculum	• Introduction to communication theories (year I, semester 1)

4.2 Competencies	• Analysis and synthesis skills, critical and creative interpretation skills

5. Conditions (where applicable)

5.1 of the course	• Auditorium with video-projector
5.2 to conduct practical activities	• Seminar room, video-projector, computer

6. Specific competencies acquired through this discipline

Specific competencies	• Identification and handling of language, methodologies and knowledge from the field of advertising • The correct, creative and constructive solving, individuallly or in team, of some situations of professional comunication in view of producing and promovării unor produse publicitare • Using new information and communication technologies for producing, individually or in team, of some creative advertising materials
Professional competencies ascribed to the specific competencies	• CP1: Identification and handling of language, methodologies and knowledge from the field of communication sciences • CP2: Handling of new information and communication technologies (NTIC)
Transversal competencies ascribed to the specific competencies	• CT1: Solving in a realistic manner - with argumentation both theoretical, and practical – of some usual professional situations, in view of their effective and ethical accomplishment • CT2: Applying the techniques of effective multidisciplinary teamwork in accomplishing some tasks on different hierarchy ladders

7. Objectives of the discipline (based on the grid of specific competencies acquired - pct.6)

7.1 The general objective of the discipline	• Acquiring theoretical knoledge (concepts theories, paradigms) in advertising field
7.2 Specific objectives	• Developing synthetic and comparative thinking, and critical skills in analyzing and conceiving advertisements • Acquainting with roles and activities specific for teamwork

8. Content [68]

8.1 Course	Number of hours	Teaching methods [69]
1. Defining advertising within the adjacent fields and disciplines	2	Lecture, brainstorming, interactive discussion, explanations and examples
2. Historical aspects of advertising in USA, Europe and Romania	4	
3. Ethical and legal aspects of advertising	2	
4. Advertising industry: components, activities and brands	2	
5. The advertising campaign: stages, strategies and tactics	10	
6. Text and image in advertising	4	
7. Cultural and anthropological implications of advertising	4	

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[68] It details all the didactic activities foreseen in the curriculum (lectures and seminar themes, the list of laboratory works, the content of the stages of project preparation, the theme of each practice stage). The titles of the laboratory work carried out on the stands shall be accompanied by the notation "(*)".
[69] Presentation of the teaching methods will include the use of new technologies (e-mail, personalized web page, electronic resources etc.).

Bibliography [70]   1. Goddard, Angela, *The Language of Advertising*, New York, Routledge, 2001
2. Landa, Robin, *Advertising by Design*, Hoboken, John Wiley & Sons, 2010
3. Larson, Charles U., *Persuasion; Reception and Responsibility*, Wadsworth, Cengage, 2010
4. Macrury, Iain, *Advertising*, New York, Routledge, 2009
5. Șimon, Simona, *The Persuasive Function of Written Advertisements*, Timișoara, Orizonturi Universitare, 2014
6. Thorson, Esther; Duffy, Margaret, *Advertising and Marketing Communication at Work*, Mason, Cengage, 2014

8.2 Applied activities [71]	Number of hours	Teaching methods
1. The structure of advertisements: text, image, sound, movement	4	Inductive/deductive analysis, interactive discussion, explanations and examples
2. Critical analysis of different advertisements	4	
3. The creative process in advertising	4	
4. Creating a print ad: establishing the product/service	2	
5. Establishing the target	2	
6. Establishing the Unique Selling Proposition USP	2	
7. Establishing the creative concept	2	
8. Finishing the advertisement	8	

Bibliography [72]   1. Goddard, Angela, *The Language of Advertising*, New York, Routledge, 2001
2. Landa, Robin, *Advertising by Design*, Hoboken, John Wiley & Sons, 2010
3. Larson, Charles U., *Persuasion; Reception and Responsibility*, Wadsworth, Cengage, 2010
4. Macrury, Iain, *Advertising*, New York, Routledge, 2009
5. Șimon, Simona, *The Persuasive Function of Written Advertisements*, Timișoara, Orizonturi Universitare, 2014
6. Thorson, Esther; Duffy, Margaret, *Advertising and Marketing Communication at Work*, Mason, Cengage, 2014

9. **Corroboration of the content of the discipline with the expectations of the main representatives of the epistemic community, professional associations and employers in the field afferent to the program**

- In order to assure consistency of the course content with the requirements of the marketplace and the expectations of the employers a constant contact is maintained with the representatives of the academic and professional environment. Also, the discipline meets the requirements of the academic community by designing the content from general to particular and from simple to complex.

10. Evaluation

Type of activity	10.1 Evaluation criteria [73]	10.2 Evaluation methods	10.3 Share of the final grade
10.4 Course	The capacity of describing and summarizing theoretical knowledge	Written exam (two theoretical subjects and one practical)	2/3 of the final grade
10.5 Applied activities	**S:** The capacity of thinking synthetically and comparatively, to critically analyze and to conceive new advertising materials	A practical subject for the written exam; Portofolio consisting in a new advertisement	1/3 of the final grade
	L:		
	P[74]**:**		
	Pr:		
10.6 Minimum performance standard (minimum amount of knowledge necessary to pass the discipline and the way in which this knowledge is verified [75])			
• Grade 5 is given for the 50% comprehension of the advertising notions discussed at the course and seminar. The grade on activity during semester is given according to the requirements stipulated in the UPT regulations regarding evaluation.			

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[70] At least one title must belong to the discipline team and at least one title should refer to a reference work for discipline, national and international circulation, existing in the UPT library.

[71] Types of application activities are those specified in footnote 5. If the discipline contains several types of applicative activities then they are sequentially in the lines of the table below. The type of activity will be in a distinct line as: "Seminar:", "Laboratory:", "Project:" and / or "Practice/training".

[72] At least one title must belong to the discipline team.

[73] Syllabus must contain the procedure for assessing the discipline, specifying the criteria, methods and forms of assessment, as well as specifying the weightings assigned to them in the final grade. The evaluation criteria shall be formulated separately for each activity foreseen in the curriculum (course, seminar, laboratory, project). They will also refer to the forms of verification (homework, papers, etc.)

[74] In the case where the project is not a distinct discipline, this section also specifies how the outcome of the project evaluation makes the admission of the student conditional on the final assessment within the discipline.

[75] It will not explain how the promotion mark is awarded.

Date of completion	**Course coordinator (signature)**	**Coordinator of applied activities (signature)**
	…………………….………	…………………….………
Head of Department (signature)	**Date of approval in the Faculty Council** [76]	**Dean (signature)**
…………………….………		…………………….………

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[76] The endorsement is preceded by the discussion of the board's view of the study program on the Discipline record.

13. Information about the program

1.1 Higher education institution	Politehnica University Timisoara
1.2 Faculty[78]/ Department [79]	Faculty of Communication Sciences / Communication and Foreign Languages
1.3 Chair	▬
1.4 Field of study (name/code[80])	Communication Sciences / 40 30 10 60
1.5 Study cycle	Bachelor's Degree
1.6 Study program (name/code/qualification)	Communication and Public Relations 40 30 10 60 20

14. Information about the discipline

2.1 Name of discipline/ formative category[81]	Fundamentals of public relations					
2.2 Coordinator (holder) of course activities	Lect. Adina Palea, PhD					
2.3 Coordinator (holder) of applied activities[82]	Lect. Adina Palea, PhD					
2.4 Year of study[83]	1	**2.5** Semester	2	**2.6** Type of evaluation	E	**2.7** Type of discipline[84]	DD

15. Total estimated time – hours / semester: direct teaching activities (fully assisted or partly assisted) and individual training activities (unassisted) [85]

3.1 Number of fully assisted hours / week	4 of which:	**3.2** course	2	**3.3** seminar / laboratory / project	2
3.1* Total number of fully assisted hours / semester	56 of which:	**3.2*** course	28	**3.3*** seminar / laboratory / project	28
3.4 Number of hours partially assisted / week	of which:	**3.5** training		**3.6** hours for diploma project elaboration	
3.4* Total number of hours partially assisted / semester	of which:	**3.5*** training		**3.6*** hours for diploma project elaboration	
3.7 Number of hours of unassisted activities / week	1 of which:	additional documentary hours in the library, on the specialized electronic platforms and on the field			0
		hours of individual study after manual, course support, bibliography and notes			0
		training seminars / laboratories, homework and papers, portfolios and essays			1
3.7* Number of hours of unassisted activities / semester	13 of which:	additional documentary hours in the library, on the specialized electronic platforms and on the field			0
		hours of individual study after manual, course support, bibliography and notes			0
		training seminars / laboratories, homework and papers, portfolios and essays			13
3.8 Total hours / week [86]	5				
3.8* Total hours /semester	69				
3.9 Number of credits	5				

4. Prerequisites (where applicable)

4.1 Curriculum	•

4.2 Competencies	•

5. Conditions (where applicable)

5.1 of the course	• Support materials: laptop, projector, board
5.2 to conduct practical activities	• Multimedia laboratory

6. Specific competencies acquired through this discipline

Specific competencies	• Defining the main concepts specific to the field, their use and specialized terminology in multiple situations. • Treatment of communication and the public / audience from the perspective of parameters specific to the field . • Identification and use of relevant techniques and indicators for monitoring and evaluation of the communication process.
Professional competencies ascribed to the specific competencies	• • Identification and use of language, methodologies and expertise in the field of communication sciences. • Identification and use of communication strategies, methods and techniques in the public relations process.
Transversal competencies ascribed to the specific competencies	• Applying efficient work techniques in the multidisciplinary team with the accomplishment of certain tasks on hierarchical levels.

7. Objectives of the discipline (based on the grid of specific competencies acquired - pct.6)

7.1 The general objective of the discipline	• Identification and use of language, methodologies and expertise in the field of public relations.
7.2 Specific objectives	• Defining the main concepts specific to the field, their use and specialized terminology in multiple situations; • Conceptual explanation of specialized problems in the field; • Identifying the concepts and methods suitable for developing a product on PR; • Making and promoting a PR product; • Explaining and interpreting a PR event from the perspective of its strategic planning.

8. Content [87]

8.1 Course	Number of hours	Teaching methods [88]
1. Introduction to public relations. Definition, historical, the place of public relations in the Communication Sciences	2	Lecture, explanation, exemplification, comparative analysis, case studies
2. Outstanding figures in public relations	2	
3. Public relations models (internal / agency)	2	
4. Public relations industry in Romania. Public relations as a profession	2	

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[87] It details all the didactic activities foreseen in the curriculum (lectures and seminar themes, the list of laboratory works, the content of the stages of project preparation, the theme of each practice stage). The titles of the laboratory work carried out on the stands shall be accompanied by the notation "(*)".

[88] Presentation of the teaching methods will include the use of new technologies (e-mail, personalized web page, electronic resources etc.).

	2	
5. The public relations plan		
5.1. Stages of the public relations plan - research	2	
5.2. Stages of the public relations plan - planning	2	
5.3. Stages of the public relations plan - implementation	2	
5.4. Stages of the public relations plan - monitoring and evaluation	2	
6. Organizing events - integrative look	2	
7. Organizing events. Typology, resources, implementation	2	
8. Professional standards in public relations	2	
9. Professional perspectives in public relations	2	
10. The challenges of public relations in the digital age	2	

Bibliography [89] Cutlip, Scott M.; Allen H. Center; Glen M. Broom, Relații publice eficiente, București, Editura Comunicare.ro, 2010.

Oancea, Dana, James Grunig, Aneta Bogdan, The Golden Book of Romanian Public Relations. 15 ani de practica si reperele unei industrii, București, 2017.

Palea, A. – Identitatea profesională a specialiștilor în relații publice, Tritonic, București, 2013.

8.2 Applied activities [90]	Number of hours	Teaching methods
1. Case study: Edward Bernays, public relations father	2	Brainstorming, exercises, simulation
2. Exercises to identify the ideal profile of the public relations counselor. Discussions about necessary attributions, competencies and abilities	2	
3. Self-assessment test of compatibility with the profession. The road to a career in public relations	2	
4. Analysis: the PR industry in Romania. Departments, agencies, professionals. (includes individual internet study)	4	
5. Elaboration of a public relations plan for an imaginary entity (group activity)	4	
6. Presentation and discussion of public relations plans	2	
7. Analyze examples of good practice in organizing events	2	
8. Drawing up a plan for organizing an exhibition	4	
9. Presentation and discussion of proposals	2	
10. Public relations in the online environment. Promotion techniques on different platforms	4	

Bibliography [91] Bernays, E., Cristalizarea opiniei publice, comunicare.ro, 2003.

Kunczik, Michael, PR- concepții și teorii, Ed. InterGraf, 2003.

Oancea, Dana, James Grunig, Aneta Bogdan, The Golden Book of Romanian Public Relations. 15 ani de practica si reperele unei industrii, București, 2017.

Green, A., Comunicarea eficientă în relațiile publice, Ed. Polirom, Iași, 2009.

Palea, A. – Identitatea profesională a specialiștilor în relații publice, Tritonic, București, 2013.

9. **Corroboration of the content of the discipline with the expectations of the main representatives of the epistemic community, professional associations and employers in the field afferent to the program**

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[89] At least one title must belong to the discipline team and at least one title should refer to a reference work for discipline, national and international circulation, existing in the UPT library.
[90] Types of application activities are those specified in footnote 5. If the discipline contains several types of applicative activities then they are sequentially in the lines of the table below. The type of activity will be in a distinct line as: "Seminar:", "Laboratory:", "Project:" and / or "Practice/training".
[91] At least one title must belong to the discipline team.

- The content of the discipline is correlated with other similar programs within other higher education institutions in the country and abroad.
- For a better adaptation to the requirements of the labor market, the content of the discipline focuses on skills of organization, communication, relationships, planning.

10. Evaluation

Type of activity	10.1 Evaluation criteria [92]	10.2 Evaluation methods	10.3 Share of the final grade
10.4 Course	The degree of mastery of the theoretical notions taught and the ability to use them appropriately in applications	2 knowledge tests	50%
10.5 Applied activities	**S:** Quality of the seminar activity (answers, independent and group work done in class, individual work done at home, etc.)	The evaluation of the seminar activity is done through independent and group works, carried out in class, and individual works, carried out at home	50%
	L:		
	P[93]**:**		
	Pr:		
10.6 Minimum performance standard (minimum amount of knowledge necessary to pass the discipline and the way in which this knowledge is verified [94])			

- Explaining the basics of public relations.
-
- Identifying the stages of a public relations plan.
-
- Elaboration of a public relations plan, depending on the professional context.

Date of completion	**Course coordinator (signature)**	**Coordinator of applied activities (signature)**
01.11.2020		
	…………………….………	…………………….………
Head of Department (signature)	**Date of approval in the Faculty Council [95]**	**Dean (signature)**
…………………….………		…………………….………

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[92] Syllabus must contain the procedure for assessing the discipline, specifying the criteria, methods and forms of assessment, as well as specifying the weightings assigned to them in the final grade. The evaluation criteria shall be formulated separately for each activity foreseen in the curriculum (course, seminar, laboratory, project). They will also refer to the forms of verification (homework, papers, etc.)

[93] In the case where the project is not a distinct discipline, this section also specifies how the outcome of the project evaluation makes the admission of the student conditional on the final assessment within the discipline.

[94] It will not explain how the promotion mark is awarded.

[95] The endorsement is preceded by the discussion of the board's view of the study program on the discipline record.

16. Information about the program

1.1 Higher education institution	Politehnica University Timisoara
1.2 Faculty[97]/ Department [98]	Faculty of Communication Sciences / Communication and Foreign Languages
1.3 Chair	▬
1.4 Field of study (name/code[99])	Communication Sciences / 40 30 60 20
1.5 Study cycle	Bachelor's Degree
1.6 Study program (name/code/qualification)	Communication and Public Relations 40 30 60 20 20

17. Information about the discipline

2.1 Name of discipline/ formative category[100]	Public relations management					
2.2 Coordinator (holder) of course activities	Lect. Adina Palea, PhD					
2.3 Coordinator (holder) of applied activities[101]	Lect. Adina Palea, PhD					
2.4 Year of study[102]	2	**2.5** Semester	4	**2.6** Type of evaluation	E	**2.7** Type of discipline[103]	DS

18. Total estimated time – hours / semester: direct teaching activities (fully assisted or partly assisted) and individual training activities (unassisted) [104]

3.1 Number of fully assisted hours / week	4 of which:	**3.2** course	2	**3.3** seminar / laboratory / project	2
3.1* Total number of fully assisted hours / semester	56 of which:	**3.2*** course	28	**3.3*** seminar / laboratory / project	28
3.4 Number of hours partially assisted / week	of which:	**3.5** training		**3.6** hours for diploma project elaboration	
3.4* Total number of hours partially assisted / semester	of which:	**3.5*** training		**3.6*** hours for diploma project elaboration	
3.7 Number of hours of unassisted activities / week	3,5 of which:	additional documentary hours in the library, on the specialized electronic platforms and on the field			1
		hours of individual study after manual, course support, bibliography and notes			1
		training seminars / laboratories, homework and papers, portfolios and essays			1,5
3.7* Number of hours of unassisted activities / semester	50 of which:	additional documentary hours in the library, on the specialized electronic platforms and on the field			14
		hours of individual study after manual, course support, bibliography and notes			14
		training seminars / laboratories, homework and papers, portfolios and essays			22
3.8 Total hours / week [105]	7,5				
3.8* Total hours /semester	106				
3.9 Number of credits	4				

4. Prerequisites (where applicable)

4.1 Curriculum	•

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[96] The form corresponds to the Discipline File promoted by OMECTS 5703 / 18.12.2011 and to the requirements of the ARACIS Specific Standards valid from 01.10.2017.
[97] The name of the faculty which manages the educational curriculum to which the discipline belongs
[98] The name of the department entrusted with the discipline, and to which the course coordinator/holder belongs.
[99] The code provided in HG no.140 / 16.03.2017 or similar HGs updated annually shall be entered.
[100] Discipline falls under the educational curriculum in one of the following formative disciplines: Basic Discipline (DF), Domain Discipline (DD), Specialist Discipline (DS) or Complementary Discipline (DC).
[101] Application activities refer to: seminar (S) / laboratory (L) / project (P) / practice/training (Pr).
[102] Year of studies in which the discipline is provided in the curriculum.
[103] Discipline may have one of the following regimes: imposed discipline (DI), optional discipline (DO) or optional discipline (Df).
[104] The number of hours in the headings 3.1 *, 3.2 *, ..., 3.8 * is obtained by multiplying by 14 (weeks) the number of hours in headings 3.1, 3.2, ..., 3.8. The information in sections 3.1, 3.4 and 3.7 is the verification keys used by ARACIS as: (3.1) + (3.4) ≥ 28 hours / wk. and (3.8) ≤ 40 hours / wk.
[105] The total number of hours / week is obtained by summing up the number of hours in points 3.1, 3.4 and 3.7.

4.2 Competencies	• Fundamental notions of public relations and management

5. Conditions (where applicable)

5.1 of the course	•
5.2 to conduct practical activities	• The deadline of the seminar paper is set by the holder in agreement with the students. Requests for its postponement will not be accepted for reasons other than objective reasons. Also, for the late submission of the seminar / laboratory works, the works will be downgraded with 1 point / day of delay.]

6. Specific competencies acquired through this discipline

Specific competencies	• Defining the main concepts specific to the field, their use and specialized terminology in multiple situations. • Conceptual explanation of communication situations and specialized problems in the field . • Use of appropriate technologies in the realization and professional communication of various information products, respecting the public's right to be informed correctly . • Treatment of communication and the public / audience from the perspective of specific parameters and the use of relevant techniques and indicators for monitoring and evaluating the communication process . • Elaboration of an effective communication plan in defined situations of public communication. • Correct use of the main methods, techniques, tactics and strategies of communication and / or mediation . • Development of a crisis communication plan and / or mediation of a communication conflict.
Professional competencies ascribed to the specific competencies	• C1. Identification and use of language, methodologies and specialized knowledge in the field of communication sciences. • C2. Use of new information and communication technologies (ICT) • C.3. Identify and use communication strategies, methods and techniques in the public relations process • C5. Specialized assistance in crisis communication management and / or in mediating communication conflicts]
Transversal competencies ascribed to the specific competencies	• CT1. Solving in a realistic way - with both theoretical and practical arguments - some usual professional situations, in order to solve them efficiently and deontologically. • CT2: Applying effective teamwork techniques, performing certain tasks at hierarchical levels.]

7. Objectives of the discipline (based on the grid of specific competencies acquired - pct.6)

7.1 The general objective of the discipline	• Development of crisis prevention and resolution skills.
7.2 Specific objectives	• Crisis communication management and mediation of communication conflicts; • Correct use of the main methods, techniques, tactics and strategies of communication and / or mediation; • Use the correct techniques to remove communication and / or mediation dysfunctions.

8. Content [106]

8.1 Course	Number of hours	Teaching methods [107]
1. Public relations and the crisis situation 1.1. Definition. Types of crisis. Crisis and reputation	4	Lecture, explanation, exemplification, comparative analysis, case studies
1.2. General crisis plan. Its stages	2	
1.3. Identifying the categories of public	2	

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[106] It details all the didactic activities foreseen in the curriculum (lectures and seminar themes, the list of laboratory works, the content of the stages of project preparation, the theme of each practice stage). The titles of the laboratory work carried out on the stands shall be accompanied by the notation "(*)".

[107] Presentation of the teaching methods will include the use of new technologies (e-mail, personalized web page, electronic resources etc.).

1.4. Crisis cell	2
1.5. Crisis Control Center. Media center	2
1.6. Spokesman	2
1.7. Communication during the crisis	2
2. Relationship with the outside world during the crisis 2.1. Identify the appropriate type of media	2
2.2. Types of interview. Preparing for the interview	2
3. Risk communication	2
4. The use of communication and public relations in the activity of marketing	4
5. International public relations	2

Bibliography [108] [Palea, A. – Identitatea profesională a specialiștilor în relații publice, Tritonic, București, 2013.

Wilcox, Dennis L. et alii, Relaţii publice. Strategii şi tactici, Editura Curtea Veche, Bucureşti, 2009.

Oancea, Dana,James Grunig, Aneta Bogdan, The Golden Book of Romanian Public Relations. 15 ani de practica si reperele unei

industrii, București, 2017.]

8.2 Applied activities [109]	Number of hours	Teaching methods
Crisis situations, from the current press. Discussions.	4	Brainstorming, exercises, simulation
Elaboration of a crisis plan for a given situation (small group activity. Brainstorming)	2	
Presentation and discussion of elaborated crisis plans	2	
Simulation of a crisis cell	4	
The importance of the spokesperson in a crisis situation. Case Study. Analyze	4	
Elaboration of a communication and public relations plan for the marketing activity	2	
Presentation of the plan for a student NGO (small group exercise, brainstorming)	2	
Risk communication. Examples of effective solutions	2	
International public relations. Case studies	4	

Bibliography [110] Cutlip, Scott M.; Allen H. Center; Glen M. Broom, Relaţii publice eficiente, Bucureşti, Editura Comunicare.ro, 2010.

Săftoiu, Adriana, Vocile puterii, Trei, 2006.

Palea, A. – Identitatea profesională a specialiștilor în relații publice, Tritonic, București, 2013.

9. **Corroboration of the content of the discipline with the expectations of the main representatives of the epistemic community, professional associations and employers in the field afferent to the program**

- [FASK Germersheim (Germania) http://www.fask.uni-mainz.de/ Universität Wien (Austria), http://www.univie.ac.at/]

10. Evaluation

Type of activity	10.1 Evaluation criteria [111]	10.2 Evaluation methods	10.3 Share of the final grade
10.4 Course		Written exam	66%

10.5 Applied activities	S:	Tests, verifications during the semester, seminar topics, presentations	33%
	L:		
	P[112]:		
	Pr:		

10.6 Minimum performance standard (minimum amount of knowledge necessary to pass the discipline and the way in which this knowledge is verified [113])

- Presenting the results of an investigation to the public in a standard communication format.
- Understanding the concepts of risk communication and crisis communication.
- Development of a crisis plan.

Date of completion	**Course coordinator (signature)**	**Coordinator of applied activities (signature)**
20.09.2020		
	…………………….………	……………………….………
Head of Department (signature)	**Date of approval in the Faculty Council** [114]	**Dean (signature)**
…………………….………		……………………….………

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[112] In the case where the project is not a distinct discipline, this section also specifies how the outcome of the project evaluation makes the admission of the student conditional on the final assessment within the discipline.
[113] It will not explain how the promotion mark is awarded.
[114] The endorsement is preceded by the discussion of the board's view of the study program on the discipline record.

19. Information about the program

1.1 Higher education institution	Politehnica University Timisoara
1.2 Faculty[116]/ Department [117]	Faculty of Communication Sciences / Communication and Foreign Languages
1.3 Chair	▬
1.4 Field of study (name/code[118])	Communication Sciences / 40 30 60 20
1.5 Study cycle	Bachelor's Degree
1.6 Study program (name/code/qualification)	Communication and Public Relations 40 30 60 20 20

20. Information about the discipline

2.1 Name of discipline/ formative category[119]	Writing public relations materials				
2.2 Coordinator (holder) of course activities	Assoc. Prof. Mariana Cernicova-Bucă, PhD				
2.3 Coordinator (holder) of applied activities[120]	Lect. Adina Palea, PhD				
2.4 Year of study[121]	II	**2.5** Semester	I	**2.6** Type of evaluation	E	**2.7** Type of discipline[122]	DS

21. Total estimated time – hours / semester: direct teaching activities (fully assisted or partly assisted) and individual training activities (unassisted) [123]

3.1 Number of fully assisted hours / week	4 of which:	**3.2** course	2	**3.3** seminar / laboratory / project	2
3.1* Total number of fully assisted hours / semester	56 of which:	**3.2*** course	28	**3.3*** seminar / laboratory / project	28
3.4 Number of hours partially assisted / week	of which:	**3.5** training		**3.6** hours for diploma project elaboration	
3.4* Total number of hours partially assisted / semester	of which:	**3.5*** training		**3.6*** hours for diploma project elaboration	
3.7 Number of hours of unassisted activities / week	4, 3 of which:	additional documentary hours in the library, on the specialized electronic platforms and on the field			1,5
		hours of individual study after manual, course support, bibliography and notes			1,5
		training seminars / laboratories, homework and papers, portfolios and essays			2,4
3.7* Number of hours of unassisted activities / semester	69 of which:	additional documentary hours in the library, on the specialized electronic platforms and on the field			20
		hours of individual study after manual, course support, bibliography and notes			20
		training seminars / laboratories, homework and papers, portfolios and essays			29
3.8 Total hours / week [124]	8,9				
3.8* Total hours /semester	125				
3.9 Number of credits	5				

4. Prerequisites (where applicable)

4.1 Curriculum	• Fundamentals of public relations, Communication with the press, Ethics and deontology of communication, Sociology of public opinion
4.2 Competencies	• Written and oral communication, mage according to professional norms, respect for copyright, knowledge of the evaluation tools of the communication campaign

5. **Conditions** (where applicable)

5.1 of the course	• Amphitheatre
5.2 to conduct practical activities	• Seminar room

6. **Specific competencies** acquired through this discipline

Specific competencies	• CP3: Identify and use strategies, methods, and communication techniques in the public relations process CP4: Create and promote a public relations artefact
Professional competencies ascribed to the specific competencies	• Analysis of genuine PR materials (real-life samples) • Writing original PR materials, starting from the indicated theme / elements (poster, flyer, leaflet, poster for exhibition, etc.) • Argumentation of the made choices, regarding the style, illustrations, promotion
Transversal competencies ascribed to the specific competencies	• CT1: Solve in a realistic way - with theoretical and practical arguments - common professional situations, in an effective and deontological manner. • CT2: Apply efficient work techniques in the multidisciplinary team, fulfilling tasks on hierarchical levels

7. **Objectives of the discipline** (based on the grid of specific competencies acquired - pct.6)

7.1 The general objective of the discipline	• Training in writing skills for PR materials considering the requirements of punctuality, time / budget / staff constraints.
7.2 Specific objectives	• Development of critical sense in the analysis of PR materials in Romanian and international practice.

8. **Content** [125]

8.1 Course	Number of hours	Teaching methods [126]
Responsibility of the author of texts in the PR	2	heuristic conversation, brainstorming, case study, comparative analysis
Tone, official, unofficial, institutional style	2	
Institutional identity: identity manual, verification standards	2	
Text - image link: photography, drawing, infographics	2	
Supporting the institutional culture through PR materials	2	
PR materials in the service of internal communication	2	
Writing texts for external audiences: Informative texts (news)	2	
Persuasive texts: the letter of opinion, the right to rectification / reply, the advertorial	2	
Features	2	

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[125] It details all the didactic activities foreseen in the curriculum (lectures and seminar themes, the list of laboratory works, the content of the stages of project preparation, the theme of each practice stage). The titles of the laboratory work carried out on the stands shall be accompanied by the notation "(*)".

[126] Presentation of the teaching methods will include the use of new technologies (e-mail, personalized web page, electronic resources etc.).

Making small, controlled media: Brochures, leaflets, posters	2
Promotional newspapers / magazines	2
Creating texts for the web page	2
Social media in the service of PR	2

Bibliography [127] 1. Aronson, Merry, Spetner, Don, Ames, Carol, Ghidul redactării în relații publice. Era digitală, Editura AMSTA Publishing, București, 2008.
2. Newsom, Doug, Carrell, Bob, Redactarea materialelor de relații publice, Editura Polirom, București, 2011.
3. Mallender, Ariane, Cum să scrii pentru multimedia. Tehnici de scriere interactivă. Rezumatul. Derularea. Scenariul, Editura Polirom, București, 2008.
4. Superceanu, Rodica et alii, Genuri profesionale în administrația publică. Ghid de redactare, Editura Politehnica, Timișoara, 2006.
English language bibliography – upon request

8.2 Applied activities [128]	Number of hours	Teaching methods
Critical analysis of public relations materials in the professional environment (examples from the teaching area, economy, culture, public administration in Timișoara and Timiș County) (project launch)	2	role play, case study, analysis; computer research, portfolio
Optimization / rewriting exercises of the proposed public relations materials	2	
Individual project presentation of PR material (memo, report, backgrounder)	2	
Critical analysis of newsletters from the professional environment (content, strategy, promotion of org culture)	2	
Exercises for making newsletter sections (news, interviews, advertorial)	2	
Adapting to the chosen communication channel and writing according to its specifics. Practical exercise (written-audiovisual-online press)	2	
Production of a message adapted to the proposed communication channel, in compliance with the rules of writing according to its specificity (written press)	2	
Production of a message adapted to the proposed communication channel, in compliance with the rules of writing according to its specificity (online media)	2	
Visual principles in the presentation of PR materials - material analysis	2	

Bibliography [129]   Bibliography recommended for the course, authentic texts, web pages of the studied institutions www.prwave.ro

9. **Corroboration of the content of the discipline with the expectations of the main representatives of the epistemic community, professional associations and employers in the field afferent to the program**

- The discipline operationalizes the knowledge acquired in "Media relations", strengthening the skills needed for professional and effective communication with the external and internal public of an organization

10. Evaluation

Type of activity	10.1 Evaluation criteria [130]	10.2 Evaluation methods	10.3 Share of the final grade
10.4 Course	Demonstration of theoretical and practical	Written exam, consisting of 3 subjects, 2 theoretical and one applied	50%

[127] At least one title must belong to the discipline team and at least one title should refer to a reference work for discipline, national and international circulation, existing in the UPT library.
[128] Types of application activities are those specified in footnote 5. If the discipline contains several types of applicative activities then they are sequentially in the lines of the table below. The type of activity will be in a distinct line as: "Seminar:", "Laboratory:", "Project:" and / or "Practice/training".
[129] At least one title must belong to the discipline team.
[130] Syllabus must contain the procedure for assessing the discipline, specifying the criteria, methods and forms of assessment, as well as specifying the weightings assigned to them in the final grade. The evaluation criteria shall be formulated separately for each activity foreseen in the curriculum (course, seminar, laboratory, project). They will also refer to the forms of verification (homework, papers, etc.)

	knowledge related to the discipline		
10.5 Applied activities	**S:** Portfolio of works made according to professional criteria	Active participation in the seminar, portfolio presentation with the required materials (news, invitation, feature, position statement, text for a website, brochure / leaflet, newsletter)	50%
	L:		
	P[131]**:**		
	Pr:		

10.6 Minimum performance standard (minimum amount of knowledge necessary to pass the discipline and the way in which this knowledge is verified [132])

- Demonstration of theoretical and practical knowledge by dealing with exam subjects. Grade 5 for the minimal treatment of the subjects, grade 10 for the demonstration of knowledge, combining the knowledge acquired from the course and seminar attendance with information drawn from the bibliography.

- For the seminar: presentation of a portfolio of original medium length public relations texts, consisting of news, invitation, feature, position statement, text for a website, respecting the style requirements and presentation features specific to the professional environment

Date of completion	**Course coordinator (signature)**	**Coordinator of applied activities (signature)**
18.09.2020		
	…………………….………	…………………….………
Head of Department (signature)	**Date of approval in the Faculty Council** [133]	**Dean (signature)**
…………………….………		…………………….………

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[131] In the case where the project is not a distinct discipline, this section also specifies how the outcome of the project evaluation makes the admission of the student conditional on the final assessment within the discipline.
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