

**Politehnica University of Timișoara**

Faculty of Communication Sciences

Primary ranking domain (PRD) Social Sciences

Branch of science (BS): Communication Sciences

Undergraduate domain of study (UDS): Communication Sciences

Study programme (SP): **Communication and Public Relations - on site learning**



PRD Code	BS Code	UDS Code	SP Code
40	30	60	20

degree programme	c1c2c3 (domain)	a1a2
L	480	18

**CURRICULUM**  
Academic year 2018-2019

		1st year										2nd year																												
		SEMESTER 1					SEMESTER 2					SEMESTER 3					SEMESTER 4																							
1	Introduction to communication theories	L480.18.01.F1	5	E	28	14	0	0	DF	83	Introduction to public relations	L480.18.02.D1	5	E	28	28	0	0	DD	69	Communication in social contexts	L480.18.03.S1	4	E	28	14	0	0	DS	50	PR management	L480.18.04.S1	4	E	28	28	0	0	DS	50
2	Introduction to mass-media	L480.18.01.F2	5	E	28	14	0	0	DF	83	Introduction to advertising	L480.18.02.D2	4	E	28	28	0	0	DD	44	Media relations	L480.18.03.S2	4	E	28	28	0	0	DS	50	Research methods in RP	L480.18.04.F2	4	E	28	28	0	0	DF	50
3	Critical thinking	L480.18.01.D3	4	E	14	14	0	0	DD	72	Written communication and presentation skills	L480.18.02.D3	4	E	28	28	0	0	DD	44	Rhetoric and argumentation	L480.18.03.S3	4	E	14	28	0	0	DS	40	Writing for PR	L480.18.04.S3	4	E	14	28	0	0	DS	50
4	Communicative grammar E	L480.18.01.F4	4	E	28	28	0	0	DF	44	Culture and civilisation in a global world E	L480.18.02.F4	4	E	28	28	0	0	DF	44	Pragmatics E*, F, G	L480.18.03.S4	4	D	28	28	0	0	DS	40	Discourse analysis E*, F, G	L480.18.04.S4	4	D	28	28	0	0	DS	40
5	Oral communication in professional settings E	L480.18.01.S5	4	D	28	0	28	0	DS	44	Written communication in professional settings E	L480.18.02.S5	4	D	28	28	0	0	DS	44	Specialized communication E*, F, G	L480.18.03.S5	4	E	28	28	0	0	DS	50	Specialized communication E*, F, G	L480.18.04.S5	4	E	28	28	0	0	DS	50
6	Foreign language II - F, G	L480.18.01.C6	3	D	14	14	0	0	DC	47	Foreign language II - F, G	L480.18.02.C6	3	D	14	14	0	0	DC	47	Ethics and deontology in communication	L480.18.03.F6	3	D	14	14	0	0	DF	30	Elective1	L480.18.04.C6-ij	3	D	28	14	0	0	DC	30
7	Sociology and public opinion	L480.18.01.C7	3	D	14	14	0	0	DC	47	Multimedia	L480.18.02.C7	4	D	14	0	28	0	DC	58	Communication law	L480.18.03.F7	2	D	14	14	0	0	DF	30	Foreign language II - E, F*, G*	L480.18.04.C7	2	D	28	28	0	0	DC	30
8	Physical education 1	L480.18.01.C8	2	D	0	14	0	0	DC	36	Physical education 2	L480.18.02.C8	2	D	0	14	0	0	DC	36	Foreign language II - E, F*, G*	L480.18.03.C8	2	D	28	28	0	0	DC	30	Physical education 4	L480.18.04.C8	1	D	0	14	0	0	DC	7
9																																								
10																																								
total/sem.	hours: 280	VPI: 420			hours: 350	VPI: 350			hours: 364	VPI: 320			hours: 364	VPI: 300																										
	credits: 30	evaluations: 8			credits: 30	evaluations: 8			credits: 30	evaluations: 10			credits: 30	evaluations: 9																										
total/week.	hours: 26				hours: 25				hours: 26				hours: 26																											
	of which:	11 8 2 0 (c, s, l, p)			of which:	12 12 2 0 (c, s, l, p)			of which:	13 13 0 0 (c, s, l, p)			of which:	13 13 0 0 (c, s, l, p)																										

**Professional competences:**

- Application of teamwork skills in a multidisciplinary team for solving tasks on different hierarchical levels
- Self-assessment of professional training needs for labour market inclusion and adaptation to labour market requirements
- Linguistic and cultural mediation in English, French and German

**Transversal competences:**

- Proper use of theoretical knowledge and practical skills for solving common work-related tasks in an effective, ethical way
- Elaboration and promotion of a PR product
- Specialised assistance in crisis communication management and/or conflict mediation
- Professional and institutional communication, analysis and evaluation of effective communication in English, French and German
- Identification and adequate use of the language, methodologies and specialised knowledge specific to communication sciences
- Proper use of the new information and communication technologies;
- Identification and adequate use of communication strategies, methods and techniques in the PR process

RECTOR,  
Prof.univ.dr.ing.Viorel-Aurel ȘERBAN

DEAN,  
Prof. univ. dr. Daniel-Codruț DEJICA-CARȚIȘ



**ELECTIVE SUBJECTS**  
Academic year 2018-2019

		2nd year										3rd year																														
		SEMESTER 3					SEMESTER 4					SEMESTER 5					SEMESTER 6																									
01												Elective 1 1. Political sciences*	L480.18.04.C6-01	3	D	28	14	0	0	DC	30	Elective 2 1. Corporate image*	L481.18.05.S1-01	4	E	14	14	0	0	DS	40	Elective 3 set 3 PR and Social media*	L481.18.06.S1-01	5	E	21	21	0	0	DS	40	
02												Elective 1 2. Introduction to market economy	L480.18.04.C6-02	3	D	28	14	0	0	DC	30	Elective 2 2. Institutional protocol	L481.18.05.S1-02	4	E	14	14	0	0	DS	40	Elective 4 set 3 Consumer behaviour*	L481.18.06.S2-02	5	E	21	21	0	0	DS	40	
03																						Elective 1 set 1 Intercultural communication*	L481.18.05.S4-03	4	E	14	28	0	0	DS	40	Elective 3 set 4 Political communication	L481.18.06.S1-03	5	E	21	21	0	0	DS	40	
04																						Elective 2 set 1 Computer-generated PR Products*	L481.18.05.S5-04	4	E	14	28	0	0	DS	40	Elective 4 set 4 Communication in project management	L481.18.06.S2-04	5	E	21	21	0	0	DS	40	
05																						Elective 1 set 2 Organizational culture and behaviour	L481.18.05.S4-05	4	E	14	28	0	0	DS	40	Elective 5 1. PR and Politics	L481.18.06.S3-05	3	E	14	14	0	0	DS	30	
06																						Elective 2 set 2 PR for special purposes	L481.18.05.S5-06	4	E	14	28	0	0	DS	40	Elective 5 2. Election campaigns*	L481.18.06.S3-06	3	E	14	14	0	0	DS	30	
07																						Elective 3 1. Communication techniques - E*, F, G	L481.18.05.S6-07	4	D	14	28	0	0	DS	30	Elective 6 1. Persuasion strategies*	L481.18.06.S4-07	2	D	14	14	0	0	DS	30	
08																						Elective 3 2. Communication mediation - E, F, G	L481.18.05.S6-08	4	D	14	28	0	0	DS	30	Elective 6 2. Audio-visual techniques	L481.18.06.S4-08	2	D	14	14	0	14	0	DS	30
09																						Elective 4 1. Corporate communication*	L481.18.05.S7-09	4	D	28	14	0	0	DS	30											
10																						Elective 4 2. European institutions	L481.18.05.S7-10	4	D	28	14	0	0	DS	30											
11																																										
12																																										

Note: Of each set, a certain number of electives will be activated based on students' options and financial sustainability

RECTOR,  
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DEAN,  
Prof. univ. dr. Daniel-Codruț DEJICA-CARTIȘ

**OPTIONAL SUBJECTS**  
**Academic year 2018 - 2019**

		1st year										2nd year																																																																															
		SEMESTER 1					SEMESTER 2					SEMESTER 3					SEMESTER 4																																																																										
01		Educational Psychology					Pedagogy 1					Pedagogy 2					Subject didactics																																																																										
		L480.18.01.f01	5	E	28	28	0	0	0	f	69	L480.18.02.f01	5	E	28	28	0	0	0	f	69	L480.18.03.f01	5	E	28	28	0	0	0	f	60	L480.18.04.f01	5	E	28	28	0	0	0	f	60																																																		
02							Volunteering										Social responsibility and civic activism																																																																										
							L480.18.02.f02	2	C	0	0	28	0	0	f	22						L480.18.04.f02	2	E	28	28	0	0	0	f	60																																																												
03																	Volunteering																																																																										
																	L480.18.04.f03	2	C	0	0	28	0	0	f	60																																																																	
04																																																																																											
total/sem.	hours:	56					VPI:					69					hours:					84					VPI:					91					hours:					56					VPI:					60					hours:					140					VPI:					180																			
	credits:	5					evaluations: 1					1E					hours:					7					evaluations: 2					1E, 1C					credits:					5					evaluations: 1					1E					hours:					9					evaluations: 3					2E, 1C																			
total/week	hours:	4										hours:					6										hours:					4										hours:					10																																												
	of which:						2					2					0					0					(c, s, l, p)					of which:					2					2					2					0					(c, s, l, p)					of which:					2					2					0					0					(c, s, l, p)				

		3rd year										SEMESTER 6																																																	
		SEMESTER 5					SEMESTER 6																																																						
01		Computer-assisted instruction					Classroom Management																																																						
		L481.18.05.f01	2	C	14	14	0	0	0	f	60	L481.18.06.f01	3	E	14	14	0	0	0	f	60																																								
02		Teaching practice (1)					Teaching practice (2)																																																						
		L481.18.05.f02	3	C	0	0	0	0	42	f	60	L481.18.06.f02	2	C	0	0	0	36	f	60																																									
03		Ethics and academic integrity					Graduation: Level I																																																						
		L481.18.05.f03	2	D	14	7	0	0	0	f	29	L481.18.06.f03	5	E	0	0	0	0	0	f	60																																								
							Volunteering																																																						
							L481.18.06.f04	2	C	0	0	28	0	0	f	60																																													
total/sem.	hours:	91					VPI:					149					hours:					92					VPI:					240																													
	credits:	7					evaluations: 3					2 C, 1D					credits:					12					evaluations: 4					2E, 2C																													
total/week	hours:	7										hours:					7										hours:																																		
	of which:						2					2					0					3					(c, s, l, p)					of which:					1					1					2					3					(c, s, l, p)				

**Legend**

Name of subject	s=seminar hours
Code	l=laboratory hours
nc	p=portfolio hours
FE	CF= discipline category
c	CF={DC, DD, DF, DS}
s	DC - complementary discipline
l	DD - domain discipline
p	DF - fundamental discipline
CF	DS - specialism discipline
VPI	VPI = time needed for self-study
	<b>Example</b>
Introduction to communication theories	
L480.18.01.F1	5 E 28 14 0 0 DF 83

Code = subject code  
nc = number of ECTS credits  
FE = form of evaluation  
FE ∈ {E, D, C, P-E, P-D}  
E=exam  
D=distributed assessment  
C=colloquy  
P - E - portfolio assessment similar to exam  
P - D - portfolio assessment similar to distributed assessment  
c=course hours /semester

(\*) - electives activated in the academic year 2018 - 2019

E = English; F = French; G = German

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