

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

degree programme	c1c2c3 (domain)	a1a2
L	480	21

**CURRICULUM**  
Academic year 2021-2022

		1st year										2nd year																																																																									
		SEMESTER 1					SEMESTER 2					SEMESTER 3					SEMESTER 4																																																																				
1	Introduction to communication theories	L480.21.01.F1   5   E   28   14   0   0   DF   83					Introduction to public relations					Communication, ethics and deontology					Research methods in Social sciences																																																																				
							L480.21.02.D1   5   E   28   28   0   0   DD   69					L480.21.03.F1   5   E   14   14   0   0   DF   97					L480.21.04.S1   5   E   28   28   0   0   DF   69																																																																				
2	Introduction to mass-media	L480.21.01.F2   5   E   28   14   0   0   DF   83					Introduction to advertising					Writing for PR					Computer-generated PR Products																																																																				
							L480.21.02.D2   4   E   28   28   0   0   DD   44					L480.21.03.S2   5   E   28   28   0   0   DS   69					L480.21.04.S2   4   E   14   28   0   0   DS   58																																																																				
3	Critical thinking	L480.21.01.D3   4   E   14   28   0   0   DD   58					Written communication and presentation skills					Communication with the press					Elective 1																																																																				
							L480.21.02.D3   4   E   28   28   0   0   DD   44					L480.21.03.S3   4   E   14   28   0   0   DS   58					L480.21.04.S3-ij   4   E   28   28   0   0   DS   44																																																																				
4	Communicative grammar E	L480.21.01.F4   4   E   28   28   0   0   DF   44					Culture and civilisation in a global world E					Special lexis E					Special languages E																																																																				
							L480.21.02.F4   4   E   28   28   0   0   DF   44					L480.21.03.S4   4   E   28   28   0   0   DS   44					L480.21.04.S4   4   E   28   28   0   0   DS   44																																																																				
5	Oral communication in professional settings E	L480.21.01.S5   4   D   28   0   28   0   DS   44					Written communication in professional settings E					Pragmatics E					Discourse analysis E																																																																				
							L480.21.02.S5   4   D   28   28   0   0   DS   44					L480.21.03.S5   4   D   28   28   0   0   DS   44					L480.21.04.S5   4   D   28   28   0   0   DS   44																																																																				
6	Foreign language II - F, G	L480.21.01.C6   3   D   14   14   0   0   DC   47					Foreign language II - F, G					Foreign language II - F, G					Rhetoric																																																																				
							L480.21.02.C6   3   D   14   14   0   0   DC   47					L480.21.03.C6   3   D   14   14   0   0   DC   47					L480.21.04.C6   3   D   14   14   0   0   DC   47																																																																				
7	Sociology and public opinion	L480.21.01.C7   3   D   14   14   0   0   DC   47					Multimedia					Management and marketing					Practice																																																																				
							L480.21.02.C7   4   D   14   0   28   0   DC   58					L480.21.03.C7   3   D   28   28   0   0   DC   19					L480.21.04.S7   4   C   0   0   0   90   DS   10																																																																				
8	Physical education 1	L480.21.01.C8   2   D   0   14   0   0   DC   36					Physical education 2					Physical education 3					Physical education 4																																																																				
							L480.21.02.C8   2   D   0   14   0   0   DC   36					L480.21.03.C8   2   D   0   14   0   0   DC   36					L480.21.04.C8   2   D   0   14   0   0   DC   36																																																																				
9																																																																																					
10																																																																																					
total/sem.	hours:	294					VPI: 406					hours: 350					VPI: 350					hours: 322					VPI: 378					hours: 294					VPI: 316																																																
	credits:	30					evaluations: 8					4E, 4D					credits: 30					evaluations: 8					4E, 4D					credits: 30					evaluations: 8					4E, 3D, 1C																																											
total/week	hours:	21										hours: 25										hours: 23										hours: 21																																																					
	of which:	11					8					2					0					(c, s, l, p)					of which:					11					12					0					0					(c, s, l, p)					of which:					10					11					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,  
Assoc. Prof. Florin DRĂGAN, PhD

DEAN,  
Prof. Daniel-Codruț DEJICA-CARTIȘ, PhD



**ELECTIVE SUBJECTS**  
**Academic year 2021-2022**

		2nd year										3rd year																					
		SEMESTER 3					SEMESTER 4					SEMESTER 5					SEMESTER 6																
01							Elective 1 1. PR management*					Elective 2 1. Event management*					Elective 7																
							L480.21.04.S3-01	4	E	28	28	0	0	DS	44	L481.21.05.S1-01	5	E	14	28	0	7	DS	76	L481.21.06.S4-01	5	D	21	21	0	0	DS	83
02							Elective 1 2. Crisis communication					Elective 2 2. Institutional protocol					Elective 7 Communication in European institutions																
							L480.21.04.S3-01	4	E	28	28	0	0	DS	44	L481.21.05.S1-02	5	E	14	28	0	7	DS	76	L481.21.06.S4-02	5	D	21	21	0	0	DS	83
03															Elective 3 PR campaigns*																		
															L481.21.05.S2-01	5	E	14	28	0	7	DS	76										
04															Elective 3 Corporate image																		
															L481.21.05.S2-02	5	E	14	28	0	7	DS	76										
05															Elective 4 Election campaigns*																		
															L481.21.05.S3-01	2	E	14	7	0	0	DS	29										
06															Elective 4 Ethics and academic integrity																		
															L481.21.05.S3-02	2	E	14	7	0	0	DS	29										
07															Elective 5 Internal communication*																		
															L481.21.05.S4-01	6	E	28	28	0	7	DS	87										
08															Elective 5 Career guidance in PR																		
															L481.21.05.S4-02	6	E	28	28	0	7	DS	87										
09															Elective 6 Consumer behaviour																		
															L481.21.05.S5-01	5	D	14	28	0	0	DS	83										
10															Elective 6 Corporate communication*																		
															L481.21.05.S5-02	5	D	14	28	0	0	DS	83										
11																																	
12																																	

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

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**OPTIONAL SUBJECTS**  
**Academic year 2021 - 2022**

1st year													2nd year																			
SEMESTER 1						SEMESTER 2						SEMESTER 3						SEMESTER 4														
01	Educational Psychology						Pedagogy 1						Pedagogy 2						Subject didactics													
	L480.21.01.f01	5	E	28	28	0 0 0 f	69	L480.21.02.f01	5	E	28	28	0 0 0 f	69	L480.21.03.f01	5	E	28	28	0 0 0 f	69	L480.20.04.f01	5	E	28	28	0 0 0 f	69				
02							Volunteering												Social responsibility and civic activism													
							L480.21.02.f02	2	C	0	0	28	0	f	22							L480.20.04.f02	2	E	28	28	0 0 0 f	69				
03																			Volunteering													
																			L480.20.04.f03	2	C	0	0	28	0	f	22					
04																			Foreign language II - F, G													
																			L480.20.04.f04	3	D	0	28	0	0	f	30					
total/sem.	hours:	56				VPI:	69	hours:	84				VPI:	91	hours:	56				VPI:	69	hours:	168				VPI:	190				
total/sem.	credits:	5				evaluations:	1	1E	credits:	7				evaluations:	2	1E, 1C	credits:	5				evaluations:	1	1E	credits:	12				evaluations:	4	2E, 1D, 1C
total/week	hours:	4						hours:	6						hours:	4						hours:	12									
total/week	of which:							of which:							of which:							of which:										

  

3rd year																
SEMESTER 5						SEMESTER 6										
01	Computer-assisted instruction						Classroom Management									
	L481.21.05.f01	2	C	14	14	0 0 0 f	22	L481.21.06.f01	3	E	14	14	0 0 0 f	60		
02	Teaching practice (1)						Teaching practice (2)									
	L481.20.05.f02	3	C	0	0	0 42	f	60	L481.20.06.f02	2	C	0	0	0 36	f	60
03							Graduation: Level I									
							L481.20.06.f03	5	E	0	0	0 0	f	60		
							Volunteering									
							L481.20.06.f04	2	C	0	0	28	0	f	60	
total/sem.	hours:	70				VPI:	82	hours:	92				VPI:	240		
total/sem.	credits:	5				evaluations:	2	2 C	credits:	12				evaluations:	4	2E, 2C
total/week	hours:	5						hours:	7							
total/week	of which:							of which:								

**Legend**

Name of subject												
Code	nc	FE	c	s	I	p	CF	VPI	s	l	p	CF

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 2021 - 2022

s=seminar hours  
l=laboratory hours  
p=portfolio hours  
CF= discipline category  
CF ∈ {DC, DD, DF, DS}  
DC - complementary discipline  
DD - domain discipline  
DF - fundamental discipline  
DS - specialism discipline  
VPI = time needed for self-study

**Example**

Introduction to communication theories												
L480.21.01.F1	5	E	28	14	0	0	DF	83				

E = English; F = French; G = German

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