

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 programm e	c1c2c3 (domain)	a1a2
L	480	23

CURRICULUM
Academic year 2023-2024

1st year													2nd year																							
SEMESTER 1						SEMESTER 2						SEMESTER 3						SEMESTER 4																		
1	Introduction to communication theories						Introduction to public relations						Communication, ethics and deontology						Research methods in Social sciences																	
	L480.23.01.F1	5	E	28	14	0 0 0	DF	83	L480.23.02.D1	5	E	28	28	0 0 0	DD	69	L480.23.03.F1	5	E	14	14	0 0 0	DF	97	L480.23.04.S1	5	E	28	28	0 0 0	DF	69				
2	Introduction to mass-media						Introduction to advertising						Writing for PR						Computer-generated PR Products																	
	L480.23.01.F2	5	E	28	14	0 0 0	DF	83	L480.23.02.D2	4	E	28	28	0 0 0	DD	44	L480.23.03.S2	5	E	28	28	0 0 0	DS	69	L480.23.04.S2	4	E	14	28	0 0 0	DS	58				
3	Critical thinking						Written communication and presentation skills						Communication with the press						Elective 1																	
	L480.23.01.D3	4	E	14	28	0 0 0	DD	58	L480.23.02.D3	4	E	28	28	0 0 0	DD	44	L480.23.03.S3	4	E	14	28	0 0 0	DS	58	L480.23.04.S3-ij	4	E	28	28	0 0 0	DS	44				
4	Communicative grammar E						Culture and civilisation in a global world E						Special lexis E						Special languages E																	
	L480.23.01.F4	4	E	28	28	0 0 0	DF	44	L480.23.02.F4	4	E	28	28	0 0 0	DF	44	L480.23.03.S4	4	E	28	28	0 0 0	DS	44	L480.23.04.S4	4	E	28	28	0 0 0	DS	44				
5	Oral communication in professional settings E						Written communication in professional settings E						Pragmatics E						Discourse analysis E																	
	L480.23.01.S5	4	D	28	0	28	0	DS	44	L480.23.02.S5	4	D	28	28	0 0 0	DS	44	L480.23.03.S5	4	D	28	28	0 0 0	DS	44	L480.23.04.S5	4	D	28	28	0 0 0	DS	44			
6	Foreign language II - F, G						Foreign language II - F, G						Foreign language II - F, G						Rhetoric																	
	L480.23.01.C6	3	D	14	14	0 0 0	DC	47	L480.23.02.C6	3	D	14	14	0 0 0	DC	47	L480.23.03.C6	3	D	14	14	0 0 0	DC	47	L480.23.04.C6	3	D	14	14	0 0 0	DC	47				
7	Sociology and public opinion						Multimedia						Management and marketing						Practice																	
	L480.23.01.C7	3	D	14	14	0 0 0	DC	47	L480.23.02.C7	4	D	14	0	28	0	DC	58	L480.23.03.C7	3	D	28	28	0 0 0	DC	19	L480.23.04.S7	4	C	0	0	0	90	DS	10		
8	Physical education 1						Physical education 2						Physical education 3						Physical education 4																	
	L480.23.01.C8	2	D	0	14	0 0 0	DC	36	L480.23.02.C8	2	D	0	14	0 0 0	DC	36	L480.23.03.C8	2	D	0	14	0 0 0	DC	36	L480.23.04.C8	2	D	0	14	0 0 0	DC	36				
9																																				
10																																				
total/ sem.	hours:	308				VPI:		442	hours:	364				VPI:		386	hours:	336				VPI:		414	hours:	308				VPI:		352				
	credits:	30				evaluations: 8		4E, 4D	credits:	30				evaluations: 8		4E, 4D	credits:	30				evaluations: 8		4E, 4D	credits:	30				evaluations: 8		4E, 3D, 1C				
total/ week	hours:	22							hours:	26							hours:	24							hours:	22										
	of which:					11		9	2	0	(c, s, l, p)		of which:					12		12	2	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 2023-2024

		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 Visual communication*																						
		L480.23.04.S3-01					4	E	28	28	0	0	DS	44	L480.23.05.S1-01					5	E	14	28	0	7	DS	76	L480.23.06.S4-01					5	D	21	21	0	0	DS
02							Elective 1 2. Crisis communication					Elective 2 2. Institutional protocol					Elective 7 Communication in European institutions																						
		L480.23.04.S3-01					4	E	28	28	0	0	DS	44	L480.23.05.S1-02					5	E	14	28	0	7	DS	76	L480.23.06.S4-02					5	D	21	21	0	0	DS
03												Elective 3 PR campaigns*																											
												L480.23.05.S2-01					5	E	14	28	0	7	DS	76															
04												Elective 3 Corporate image																											
												L480.23.05.S2-02					5	E	14	28	0	7	DS	76															
05												Elective 4 Election campaigns*																											
												L480.23.05.S3-01					2	E	14	7	0	0	DS	29															
06												Elective 4 Ethics and academic integrity																											
												L480.23.05.S3-02					2	E	14	7	0	0	DS	29															
07												Elective 5 Internal communication																											
												L480.23.05.S4-01					6	E	28	28	0	7	DS	87															
08												Elective 5 Career guidance in PR*																											
												L480.23.05.S4-02					6	E	28	28	0	7	DS	87															
09												Elective 6 Consumer behaviour																											
												L480.23.05.S5-01					5	D	14	28	0	0	DS	83															
10												Elective 6 Corporate communication*																											
												L480.23.05.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 2023 - 2024

1st year												2nd year												
SEMESTER 1						SEMESTER 2						SEMESTER 3						SEMESTER 4						
01	Educational Psychology						Pedagogy 1						Pedagogy 2						Subject didactics					
	L480.23.01.f01	5	E	28	28	0 0 f 69	L480.23.02.f01	5	E	28	28	0 0 f 69	L480.23.03.f01	5	E	28	28	0 0 f 69	L480.23.04.f01	5	E	28	28	0 0 f 69
02							Volunteering												Social responsibility and civic activism					
							L480.23.02.f02	2	C	0	0	28 0 f 22							L480.23.04.f02	2	E	28	28	0 0 f 0
03																			Volunteering					
																			L480.23.04.f03	2	C	0	0	28 0 f 22
04																			Foreign language II - F, G					
																			L480.23.04.f04	3	D	0	28	0 0 f 47
total/sem.	hours: 56	VPI: 69				1E	hours: 84	VPI: 91				1E, 1C	hours: 56	VPI: 69				1E	hours: 168	VPI: 138				2E, 1D, 1C
total/sem.	credits: 5	evaluations: 1				2 C	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					
of which:		2	2	0	0	(c, s, l, p)		2	2	2	0	(c, s, l, p)		2	2	0	0	(c, s, l, p)		4	6	2	0	(c, s, l, p)

3rd year																								
SEMESTER 5						SEMESTER 6																		
01	Computer-assisted training						Classroom management																	
	L480.23.05.f01	2	C	14	14	0 0 f 22	L480.23.06.f01	3	E	14	14	0 0 f 47												
02	Teaching practice in compulsory pre-university education						Teaching practice in compulsory pre-university education																	
	L480.23.05.f02	3	C	0	42	0 0 f 33	L480.23.06.f02	2	C	0	36	0 0 f 14												
03							Pass-graduation exam - 1st Level																	
							L480.23.06.f03	5	E	0	0	0 0 f 125												
							Volunteering																	
							L480.23.06.f04	2	C	0	0	28 0 f 22												
total/sem.	hours: 70	VPI: 55				2 C	hours: 92	VPI: 208																
total/sem.	credits: 5	evaluations: 2					credits: 12	evaluations: 4																
total/week	hours: 5						hours: 7																	
of which:		1	4	0	0	(c, s, l, p)		1	4	2	0	(c, s, l, p)												

Legend

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

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 2023 - 2024

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											
L480.23.01.F1	5	E	28	14	0	0	DF	83			

E = English; F = French; G = German