

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 - distance learning**

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

degree programm e	c1c2c3 (domain)	a1a2
L	480	17

**CURRICULUM**  
Academic year 2017-2018

1st year													2nd year																	
SEMESTER 1						SEMESTER 2						SEMESTER 3						SEMESTER 4												
1	Introduction to communication theories						Written and oral communication						Communication in social contexts						PR management											
	L480.17.01.F1	5	E	28	28	0 0 DF 60	L480.17.02.F1	5	E	28 28	0 0 DF 60	L480.17.03.S1	4	E	28 14	0 0 DS 50	L480.17.04.S1	4	E	28 28	0 0 DS 50									
2	Introduction to mass-media						Fundamentals of public relations						Media relations						Research methods in RP											
	L480.17.01.F2	4	E	14	14	0 0 DF 40	L480.17.02.F2	6	E	28 28	0 0 DF 60	L480.17.03.S2	4	E	28 28	0 0 DS 50	L480.17.04.F2	4	E	28 28	0 0 DF 50									
3	Sociology and public opinion						Introduction to advertising						Rhetoric and argumentation						Writing for PR											
	L480.17.01.F3	4	E	14	14	0 0 DF 30	L480.17.02.F3	5	E	28 28	0 0 DF 60	L480.17.03.S3	4	E	14 28	0 0 DS 40	L480.17.04.S3	4	E	14 28	0 0 DS 50									
4	Foreign language I - E*, F, G						Foreign language I - E*, F, G						Pragmatics E*, F, G						Discourse analysis E*, F, G											
	L480.17.01.F4	6	E	28	28	0 DF 30	L480.17.02.F4	6	E	28 28 28	0 DF 30	L480.17.03.S4	4	D	28 28	0 0 DS 40	L480.17.04.S4	4	D	28 28	0 0 DS 40									
5	Communication mediation in foreign languages - E*, F, G						Communication mediation in foreign languages E*, F, G						Specialized communication E*, F, G						Specialized communication E*, F, G											
	L480.17.01.F5	4	D	28	28	0 0 DF 60	L480.17.02.F5	4	D	28 28	0 0 DF 60	L480.17.03.S5	4	E	28 28	0 0 DS 50	L480.17.04.S5	4	E	28 28	0 0 DS 50									
6	Introduction to management						Marketing						Ethics and deontology in communication						Elective1											
	L480.17.01.C6	3	D	28	28	0 0 DC 30	L480.17.02.C6	3	D	14 28	0 0 DC 30	L480.17.03.F6	3	D	14 14	0 0 DF 30	L480.17.04.C6-ij	3	D	28 14	0 0 DC 30									
7	Computer skills						Physical education 2						Communication law						Foreign language II - E, F*, G*											
	L480.17.01.C7	3	D	28	0	28 0 DC 50	L480.17.02.C7	1	D	0 14	0 0 DC 7	L480.17.03.F7	2	D	14 14	0 0 DF 30	L480.17.04.C7	2	D	28 28	0 0 DC 30									
8	Physical education 1												Foreign language II - E, F*, G*						Physical education 4											
	L480.17.01.C8	1	D	0	14	0 0 DC 7						L480.17.03.C8	2	D	28 28	0 0 DC 30	L480.17.04.C8	1	D	0 14	0 0 DC 7									
9													Physical education 3						Practical skills 2											
												L480.17.03.C9	1	D	0 14	0 0 DC 7	L480.17.04.S9	4	C	0 0	0 90 DS 10									
10													Practical skills 1																	
												L480.17.03.S10	2	C	0 0	0 90 DS 10														
total/ sem.	hours:	364				VPI:	300				hours:	350				VPI:	300				hours:	364				VPI:	300			
	credits:	30				evaluations:	8				credits:	30				evaluations:	7				credits:	30				evaluations:	9			
total/ week	hours:	26									hours:	25									hours:	26								
	of which:						12 10 4 0 (c, s, l, p)				of which:						11 12 2 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

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**CURRICULUM**  
Academic year 2017-2018

			3rd year																						
			SEMESTER 5						SEMESTER 6																
1	Elective 2						Elective set 3																		
	L481.17.05.S1-ij	4	E	14	14	0	0	DS	40	L481.17.06.S1-ij	5	E	21	21	0	0	DS	40							
2	PR campaigns						Elective set 4																		
	L481.17.05.S2	5	D	14	28	0	0	DS	50	L481.17.06.S2-ij	5	E	21	21	0	0	DS	40							
3	Internal communication						Elective 5																		
	L481.17.05.S3	5	E	28	28	0	0	DS	50	L481.17.06.S3-ij	3	E	14	14	0	0	DS	30							
4	Elective set 1						Elective 6																		
	L481.17.05.S4-ij	4	E	14	28	0	0	DS	40	L481.17.06.S4-ij	2	D	14	14	0	0	DS	30							
5	Elective set 2						Elaboration of diploma paper																		
	L481.17.05.S5-ij	4	E	14	28	0	0	DS	40	L481.17.06.S5	5	D	0	0	0	182	DS	80							
6	Elective 3						Graduation exam																		
	L481.17.05.S6-ij	4	D	14	28	0	0	DS	30	L481.17.06.S6	10	E	0	0	0	0	DS	60							
7	Elective 4																								
	L481.17.05.S7-ij	4	D	28	14	0	0	DS	30																
total/ sem.	hours:	294		VPI:			280		hours:	322		VPI:			280										
	credits:	30		evaluations: 7			4E, 3D		credits:	30		evaluations: 6			4E, 2D										
total/ week	hours:	21							hours:	23															
	of which:	9		12			0		(c, s, l, p)			of which:		5			5		0			13		(c, s, l, p)	

\* time span 7 weeks x 26 hours of which internship 2 weeks x 26 hours; \*\*comprises: a. assessment of fundamental and specialised knowledge; b. diploma paper defence.

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**ELECTIVE SUBJECTS**  
Academic year 2017-2018

		2nd year										3rd year																							
		SEMESTER 3					SEMESTER 4					SEMESTER 5					SEMESTER 6																		
01							Elective 1 1. Political sciences (*)					Elective 2 1. Corporate image (*)					Elective 3 set 3 PR and Social media (*)																		
							L480.17.04.C6-01	3	D	28	14	0	0	DC	30	L481.17.05.S1-01	4	E	14	14	0	0	DS	40	L481.17.06.S1-01	5	E	21	21	0	0	DS	40		
02							Elective 1 2. Introduction to market economy					Elective 2 2. Institutional protocol					Elective 4 set 3 Consumer behaviour (*)																		
							L480.17.04.C6-02	3	D	28	14	0	0	DC	30	L481.17.05.S1-02	4	E	14	14	0	0	DS	40	L481.17.06.S2-02	5	E	21	21	0	0	DS	40		
03												Elective 1 set 1 Intercultural communication (*)					Elective 3 set 4 Political communication																		
																L481.17.05.S4-03	4	E	14	28	0	0	DS	40	L481.17.06.S1-03	5	E	21	21	0	0	DS	40		
04												Elective 2 set 1 Computer-generated PR Products (*)					Elective 4 set 4 Communication in project management																		
																L481.17.05.S5-04	4	E	14	28	0	0	DS	40	L481.17.06.S2-04	5	E	21	21	0	0	DS	40		
05												Elective 1 set 2 Organizational culture and behaviour					Elective 5 1. PR and Politics																		
																L481.17.05.S4-05	4	E	14	28	0	0	DS	40	L481.17.06.S3-05	3	E	14	14	0	0	DS	30		
06												Elective 2 set 2 PR for special purposes					Elective 5 2. Election campaigns (*)																		
																L481.17.05.S5-06	4	E	14	28	0	0	DS	40	L481.17.06.S3-06	3	E	14	14	0	0	DS	30		
07												Elective 3 1. Communication techniques (*) - E*, F, G*					Elective 6 1. Persuasion strategies (*)																		
																L481.17.05.S6-07	4	D	14	28	0	0	DS	30	L481.16.06.S4-07	2	D	14	14	0	0	DS	30		
08												Elective 3 2. Communication mediation - E, F, G					Elective 6 2. Audio-visual techniques																		
																L481.17.05.S6-08	4	D	14	28	0	0	DS	30	L481.16.06.S4-08	2	D	14	0	14	0	DS	30		
09												Elective 4 1. Corporate communication (*)																							
																L481.17.05.S7-09	4	D	28	14	0	0	DS	30											
10												Elective 4 2. European institutions																							
																L481.17.05.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

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**OPTIONAL SUBJECTS**  
Academic year 2017 - 2018

1st year												2nd year												
SEMESTER 1						SEMESTER 2						SEMESTER 3						SEMESTER 4						
01	Educational Psychology						Pedagogy 1						Pedagogy 2						Subject didactics					
	L480.17.01.f01	5	E	28	28	0 0 f 69	L480.17.02.f01	5	E	28	28	0 0 f 69	L480.17.03.f01	5	E	28	28	0 0 f 60	L480.17.04.f01	5	E	28	28	0 0 f 60
02							Volunteering												Social responsibility and civic activism					
							L480.17.02.f02	2	C	0	0	28 0 f 22							L480.17.04.f02	2	E	28	28	0 0 f 60
03																			Volunteering					
																			L480.17.04.f03	2	C	0	0	28 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				credits: 7	evaluations: 2				credits: 5	evaluations: 2				credits: 9	evaluations: 3							
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)				of which:	4 4 2 0 (c, s, l, p)							

3rd year																								
SEMESTER 5						SEMESTER 6																		
01	Computer-assisted instruction						Classroom Management																	
	L481.17.05.f01	2	C	14	14	0 0 f 60	L481.17.06.f01	3	E	14	14	0 0 f 60												
02	Teaching practice (1)						Teaching practice (2)																	
	L481.17.05.f02	3	C	0	0	0 42 f 60	L481.17.06.f02	2	C	0	0	0 36 f 60												
							Graduation: Level I																	
							L481.17.06.f03	5	E	0	0	0 0 f 60												
							Volunteering																	
							L481.17.06.f04	2	C	0	0	28 0 f 60												
total/sem.	hours: 70	VPI: 120				hours: 92	VPI: 240																	
	credits: 5	evaluations: 2				credits: 12	evaluations: 4																	
total/week	hours: 7					hours: 7																		
	of which:	1 1 0 3 (c, s, l, p)				of which:	1 1 2 3 (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

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											
L480.17.01.F1	5	E	28	28	0	0	DF	60			

(\*) - electives activated in the academic year 2017 / 2018

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