

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

degree programme	c1c2c3 (domain)	a1a2
L	480	17

CURRICULUM
Academic year 2018-2019

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	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 4E, 4D				credits:	30				evaluations:	7 4E, 3D				credits:	30				evaluations:	10 4E, 5D, 1C					
total/week	hours:	26					hours:				25					hours:				26					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)					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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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 programme	c1c2c3 (study programme)	a1a2
L	481	17

CURRICULUM
 Academic year 2018-2019

		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			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 2018-2019

		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
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
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
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
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
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
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
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
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 2018-2019

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		1E			credits:	7			evaluations: 2		1E, 1C			credits:	5			evaluations: 2		1E, 1D			credits:	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)			of which:	4 4 2 0			(c, s, l, p)				

3rd year													SEMESTER 6																	
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		2 C			credits:	12			evaluations: 4		2E, 2C														
total/week	hours:									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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