

PRD Code	BS Code	UDS Code	SP Code	degree programme	c1c2c3 (domain)	a1a2
40	30	60	20	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					Written and oral communication					Communication in social contexts					PR management																				
	L480.18.01.F1	5	E	28	14	0	0	DF	83	L480.18.02.F1	5	E	28	28	0	0	DF	60	L480.18.03.S1	4	E	28	14	0	0	DS	50	L480.18.04.S1	4	E	28	28	0	0	DS	50
2	Introduction to mass-media					Fundamentals of public relations					Media relations					Research methods in RP																				
	L480.18.01.F2	5	E	28	14	0	0	DF	83	L480.18.02.F2	6	E	28	28	0	0	DF	60	L480.18.03.S2	4	E	28	28	0	0	DS	50	L480.18.04.F2	4	E	28	28	0	0	DF	50
3	Critical thinking					Introduction to advertising					Rhetoric and argumentation					Writing for PR																				
	L480.18.01.D3	4	E	14	14	0	0	DD	72	L480.18.02.F3	5	E	28	28	0	0	DF	60	L480.18.03.S3	4	E	14	28	0	0	DS	40	L480.18.04.S3	4	E	14	28	0	0	DS	50
4	Communicative grammar E					Foreign language I - E, F, G					Pragmatics E, F, G					Discourse analysis E, F, G																				
	L480.18.01.F4	4	E	28	28	0	0	DF	44	L480.18.02.F4	6	E	28	28	28	0	DF	30	L480.18.03.S4	4	D	28	28	0	0	DS	40	L480.18.04.S4	4	D	28	28	0	0	DS	40
5	Oral communication in professional settings E					Written communication in professional settings E					Specialized communication E, F, G					Specialized communication E, F, G																				
	L480.18.01.S5	4	D	28	0	28	0	DS	44	L480.18.02.F5	4	D	28	28	0	0	DF	60	L480.18.03.S5	4	E	28	28	0	0	DS	50	L480.18.04.S5	4	E	28	28	0	0	DS	50
6	Foreign language II - F, G					Marketing					Ethics and deontology in communication					Elective1																				
	L480.18.01.C6	3	D	14	14	0	0	DC	47	L480.18.02.C6	3	D	14	28	0	0	DC	30	L480.18.03.F6	3	D	14	14	0	0	DF	30	L480.18.04.C6-ij	3	D	28	14	0	0	DC	30
7	Sociology and public opinion					Physical education 2					Communication law					Foreign language II - E, F, G																				
	L480.18.01.C7	3	D	14	14	0	0	DC	47	L480.18.02.C7	1	D	0	14	0	0	DC	7	L480.18.03.F7	2	D	14	14	0	0	DF	30	L480.18.04.C7	2	D	28	28	0	0	DC	30
8	Physical education 1										Foreign language II - E, F, G					Physical education 4																				
	L480.18.01.C8	2	D	0	14	0	0	DC	36									L480.18.03.C8	2	D	28	28	0	0	DC	30	L480.18.04.C8	1	D	0	14	0	0	DC	7	
9											Physical education 3					Practical skills 2																				
																		L480.18.03.C9	1	D	0	14	0	0	DC	7	L480.18.04.S9	4	C	0	0	0	90	DS	10	
10											Practical skills 1																									
																		L480.18.03.S10	2	C	0	0	0	90	DS	10										
total/sem.	hours:	280			VPI:	420			hours:	350			VPI:	300			hours:	364			VPI:	320			hours:	364			VPI:	300						
	credits:	30			evaluations:	8			4E, 4D	credits:	30			evaluations:	7			4E, 3D	credits:	30			evaluations:	10			4E, 5D, 1C	credits:	30			evaluations:	9			4E, 4D, 1C
total/week	hours:	26							hours:	25							hours:	26							hours:	26										
	of which:	11			7	2	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

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

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

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										
		L480.18.04.C6-01	3	D	28	14	0	0	DC	30	L481.18.05.S1-01	4	E	14	14	0	0	DS	40	L481.18.06.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										
		L480.18.04.C6-02	3	D	28	14	0	0	DC	30	L481.18.05.S1-02	4	E	14	14	0	0	DS	40	L481.18.06.S2-02	5	E	21	21	0	0	DS
03												Elective 1 set 1 Intercultural communication					Elective 3 set 4 Political communication										
											L481.18.05.S4-03	4	E	14	28	0	0	DS	40	L481.18.06.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										
											L481.18.05.S5-04	4	E	14	28	0	0	DS	40	L481.18.06.S2-04	5	E	21	21	0	0	DS
05												Elective 1 set 2 Organizational culture and behaviour					Elective 5 1. PR and Politics										
											L481.18.05.S4-05	4	E	14	28	0	0	DS	40	L481.18.06.S3-05	3	E	14	14	0	0	DS
06												Elective 2 set 2 PR for special purposes					Elective 5 2. Election campaigns										
											L481.18.05.S5-06	4	E	14	28	0	0	DS	40	L481.18.06.S3-06	3	E	14	14	0	0	DS
07												Elective 3 1. Communication techniques - E, F, G					Elective 6 1. Persuasion strategies										
											L481.18.05.S6-07	4	D	14	28	0	0	DS	30	L481.18.06.S4-07	2	D	14	14	0	0	DS
08												Elective 3 2. Communication mediation - E, F, G					Elective 6 2. Audio-visual techniques										
											L481.18.05.S6-08	4	D	14	28	0	0	DS	30	L481.18.06.S4-08	2	D	14	0	14	0	DS
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

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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						
	L480.18.01.f01	5	E	28	28	0 0 f 69	L480.18.02.f01	5	E	28	28	0 0 f 69	L480.18.03.f01	5	E	28	28	0 0 f 60	L480.18.04.f01	5	E	28	28	0 0 f 60	
02							Volunteering												Social responsibility and civic activism						
							L480.18.02.f02	2	C	0	0	28 0 f 22							L480.18.04.f02	2	E	28	28	0 0 f 60	
03																			Volunteering						
																			L480.18.04.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:	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:	4	4	2	0	(c, s, l, p)						

3rd year																									
SEMESTER 5						SEMESTER 6																			
01	Computer-assisted instruction						Classroom Management																		
	L481.18.05.f01	2	C	14	14	0 0 f 60	L481.18.06.f01	3	E	14	14	0 0 f 60													
02	Teaching practice (1)						Teaching practice (2)																		
	L481.18.05.f02	3	C	0	0	0 42 f 60	L481.18.06.f02	2	C	0	0	36 f 60													
							Graduation: Level I																		
							L481.18.06.f03	5	E	0	0	0 0 f 60													
							Volunteering																		
							L481.18.06.f04	2	C	0	0	28 0 f 60													
total/sem.	hours:	70	VPI:	120	hours:	92	VPI:	240																	
	credits:	5	evaluations:	2 2C	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

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

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												
L480.18.01.F1	5	E	28	14	0	0	DF	83				

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