

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

degree programme	c1c2c3 (domain)	a1a2
L	480	19

CURRICULUM
Academic year 2019-2020

	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																								
	L480.19.01.F1	5	E	28	14	0	0	DF	83	L480.19.02.D1	5	E	28	28	0	0	DD	69	L480.19.03.F1	5	E	14	14	0	0	DF	97	L480.19.04.S1	5	E	28	28	0	0	DF	69				
2	Introduction to mass-media					Introduction to advertising					Writing for PR					Computer-generated PR Products																								
	L480.19.01.F2	5	E	28	14	0	0	DF	83	L480.19.02.D2	4	E	28	28	0	0	DD	44	L480.19.03.S2	5	E	28	28	0	0	DS	69	L480.19.04.S2	4	E	14	28	0	0	DS	58				
3	Critical thinking					Written communication and presentation skills					Communication with the press					Elective 1																								
	L480.19.01.D3	4	E	14	28	0	0	DD	72	L480.19.02.D3	4	E	28	28	0	0	DD	44	L480.19.03.S3	4	E	14	28	0	0	DS	58	L480.19.04.S3-ij	4	E	28	28	0	0	DS	44				
4	Communicative grammar E					Culture and civilisation in a global world E					Special lexis E					Special languages E																								
	L480.19.01.F4	4	E	28	28	0	0	DF	44	L480.19.02.F4	4	E	28	28	0	0	DF	44	L480.19.03.S4	4	E	28	28	0	0	DS	44	L480.19.04.S4	4	E	28	28	0	0	DS	44				
5	Oral communication in professional settings E					Written communication in professional settings E					Pragmatics E					Discourse analysis E																								
	L480.19.01.S5	4	D	28	0	28	0	DS	44	L480.19.02.S5	4	D	28	28	0	0	DS	44	L480.19.03.S5	4	D	28	28	0	0	DS	44	L480.19.04.S5	4	D	28	28	0	0	DS	44				
6	Foreign language II - F, G					Foreign language II - F, G					Foreign language II - F, G					Rhetoric																								
	L480.19.01.C6	3	D	14	14	0	0	DC	47	L480.19.02.C6	3	D	14	14	0	0	DC	47	L480.19.03.C6	3	D	14	14	0	0	DC	47	L480.19.04.C6	3	D	14	14	0	0	DC	47				
7	Sociology and public opinion					Multimedia					Management and marketing					Practice																								
	L480.19.01.C7	3	D	14	14	0	0	DC	47	L480.19.02.C7	4	D	14	0	28	0	DC	58	L480.19.03.C7	3	D	28	28	0	0	DC	19	L480.19.04.S7	4	C	0	0	0	90	DS	10				
8	Physical education 1					Physical education 2					Physical education 3					Physical education 4																								
	L480.19.01.C8	2	D	0	14	0	0	DC	36	L480.19.02.C8	2	D	0	14	0	0	DC	36	L480.19.03.C8	2	D	0	14	0	0	DC	36	L480.19.04.C8	2	D	0	14	0	0	DC	36				
9																																								
10																																								
total	hours:	294			VPI:			420			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, 4D			credits:	30			evaluations: 8			4E, 3D, 1C		
total	hours:	21									hours:	25									hours:	23									hours:	21								
/ week	of which:				(c, s, l, p)						of which:				(c, s, l, p)						of which:				(c, s, l, p)						of which:				(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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DEAN,
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Primary ranking domain **(PR)** 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	degree program me	c1c2c3 (study program me)	a1a2
40	30	60	20	L	481	19

CURRICULUM
Academic year 2019-2020

3rd year																			
SEMESTER 5										SEMESTER 6									
1	Elective 2									Elective set 3									
	L481.19.05.S1-ij	4	E	14	14	0	0	DS	40	L481.19.06.S1-ij	5	E	21	21	0	0	DS	40	
2	PR campaigns									Elective set 4									
	L481.19.05.S2	5	D	14	28	0	0	DS	50	L481.19.06.S2-ij	5	E	21	21	0	0	DS	40	
3	Internal communication									Elective 5									
	L481.19.05.S3	5	E	28	28	0	0	DS	50	L481.19.06.S3-ij	3	E	14	14	0	0	DS	30	
4	Elective set 1									Elective 6									
	L481.19.05.S4-ij	4	E	14	28	0	0	DS	40	L481.19.06.S4-ij	2	D	14	14	0	0	DS	30	
5	Elective set 2									Elaboration of diploma paper									
	L481.19.05.S5-ij	4	E	14	28	0	0	DS	40	L481.19.06.S5	5	D	0	0	0	182	DS	80	
6	Elective 3									Graduation exam									
	L481.19.05.S6-ij	4	D	14	28	0	0	DS	30	L481.19.06.S6	10	E	0	0	0	0	DS	60	
7	Elective 4																		
	L481.19.05.S7-ij	4	D	28	14	0	0	DS	30										
total /	hours:	294			VPI:			280		hours:	322			VPI:			280		
	credits:	30			evaluations: 7			4E, 3D		credits:	30			evaluations: 6			4E, 2D		
total /	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 2019-2020

		2nd year										3rd year																			
		SEMESTER 3					SEMESTER 4					SEMESTER 5					SEMESTER 6														
01						Elective 1 1. PR management*					Elective 2 1. Corporate image*					Elective 3 set 3 PR and Social media*															
						L480.19.04.S3-01	4	E	28	28	0	0	DS	44	L481.19.05.S1-01	4	E	14	14	0	0	DS	40	L481.19.06.S1-01	5	E	21	21	0	0	DS
02						Elective 1 2. Crisis communication					Elective 2 2. Institutional protocol					Elective 4 set 3 Consumer behaviour*															
						L480.19.04.S3-01	4	E	28	28	0	0	DS	44	L481.19.05.S1-02	4	E	14	14	0	0	DS	40	L481.19.06.S2-02	5	E	21	21	0	0	DS
03											Elective 1 set 1 Intercultural communication*					Elective 3 set 4 Political communication															
														L481.19.05.S4-03	4	E	14	28	0	0	DS	40	L481.19.06.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															
														L481.19.05.S5-04	4	E	14	28	0	0	DS	40	L481.19.06.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															
														L481.19.05.S4-05	4	E	14	28	0	0	DS	40	L481.19.06.S3-05	3	E	14	14	0	0	DS	30
06											Elective 2 set 2 PR for special purposes					Elective 5 2. Election campaigns*															
														L481.19.05.S5-06	4	E	14	28	0	0	DS	40	L481.19.06.S3-06	3	E	14	14	0	0	DS	30
07											Elective 3 1. Communication techniques - E*, F, G					Elective 6 1. Persuasion strategies*															
														L481.19.05.S6-07	4	D	14	28	0	0	DS	30	L481.19.06.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															
														L481.19.05.S6-08	4	D	14	28	0	0	DS	30	L481.19.06.S4-08	2	D	14	0	14	0	DS	30
09											Elective 4 1. Corporate communication*																				
														L481.19.05.S7-09	4	D	28	14	0	0	DS	30									
10											Elective 4 2. European institutions																				
														L481.19.05.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 2019 - 2020

	1st year														2nd year																				
	SEMESTER 1									SEMESTER 2					SEMESTER 3							SEMESTER 4													
01	Educational Psychology									Pedagogy 1					Pedagogy 2							Subject didactics													
	L480.19.01.f01	5	E	28	28	0	0	f	69	L480.19.02.f01	5	E	28	28	0	0	f	69	L480.19.03.f01	5	E	28	28	0	0	f	60	L480.19.04.f01	5	E	28	28	0	0	f
02										Volunteering												Social responsibility and civic activism													
										L480.19.02.f02	2	C	0	0	28	0	f	22								L480.19.04.f02	2	E	28	28	0	0	f	60	
03																						Volunteering													
																									L480.19.04.f03	2	C	0	0	28	0	f	60		
04																																			
total	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: 1			1E		credits:	9		evaluations: 3			2E, 1C				
total	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																							
	L481.19.05.f01	2	C	14	14	0	0	f	60	L481.19.06.f01	3	E	14	14	0	0	f	60															
02	Teaching practice (1)									Teaching practice (2)																							
	L481.19.05.f02	3	C	0	0	0	42	f	60	L481.19.06.f02	2	C	0	0	0	36	f	60															
03	Ethics and academic integrity									Graduation: Level I																							
	L481.19.05.f03	2	D	14	7	0	0	f	29	L481.19.06.f03	5	E	0	0	0	0	f	60															
										Volunteering																							
										L481.19.06.f04	2	C	0	0	28	0	f	60															
total	hours:	91		VPI:				149		hours:	92		VPI:				240																
/	credits:	7		evaluations: 3				2 C, 1D		credits:	12		evaluations: 4				2E, 2C																
total	hours:	7								hours:	7																						
/	of which:			2	2	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												
L480.19.01.F1	5	E	28	14	0	0	DF	83				

(*) - electives activated in the academic year 2019 - 2020

E = English; F = French; G = German

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