

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

degree program me	c1c2c3 (domain)	a1a2
L	480	20

CURRICULUM
Academic year 2020-2021

	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																				
	L480.20.01.F1	5	E	28	14	0	0	DF	83	L480.20.02.D1	5	E	28	28	0	0	DD	69	L480.20.03.F1	5	E	14	14	0	0	DF	97	L480.20.04.S1	5	E	28	28	0	0	DF	69
2	Introduction to mass-media					Introduction to advertising					Writing for PR					Computer-generated PR Products																				
	L480.20.01.F2	5	E	28	14	0	0	DF	83	L480.20.02.D2	4	E	28	28	0	0	DD	44	L480.20.03.S2	5	E	28	28	0	0	DS	69	L480.20.04.S2	4	E	14	28	0	0	DS	58
3	Critical thinking					Written communication and presentation skills					Communication with the press					Elective 1																				
	L480.20.01.D3	4	E	14	28	0	0	DD	72	L480.20.02.D3	4	E	28	28	0	0	DD	44	L480.20.03.S3	4	E	14	28	0	0	DS	58	L480.20.04.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																				
	L480.20.01.F4	4	E	28	28	0	0	DF	44	L480.20.02.F4	4	E	28	28	0	0	DF	44	L480.20.03.S4	4	E	28	28	0	0	DS	44	L480.20.04.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																				
	L480.20.01.S5	4	D	28	0	28	0	DS	44	L480.20.02.S5	4	D	28	28	0	0	DS	44	L480.20.03.S5	4	D	28	28	0	0	DS	44	L480.20.04.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																				
	L480.20.01.C6	3	D	14	14	0	0	DC	47	L480.20.02.C6	3	D	14	14	0	0	DC	47	L480.20.03.C6	3	D	14	14	0	0	DC	47	L480.20.04.C6	3	D	14	14	0	0	DC	47
7	Sociology and public opinion					Multimedia					Management and marketing					Practice																				
	L480.20.01.C7	3	D	14	14	0	0	DC	47	L480.20.02.C7	4	D	14	0	28	0	DC	58	L480.20.03.C7	3	D	28	28	0	0	DC	19	L480.20.04.S7	4	C	0	0	0	90	DS	10
8	Physical education 1					Physical education 2					Physical education 3					Physical education 4																				
	L480.20.01.C8	2	D	0	14	0	0	DC	36	L480.20.02.C8	2	D	0	14	0	0	DC	36	L480.20.03.C8	2	D	0	14	0	0	DC	36	L480.20.04.C8	2	D	0	14	0	0	DC	36
9																																				
10																																				
total/sem.	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/week	hours:	21								hours:	25								hours:	23								hours:	21							
	of which:				11		8 2 0 (c, s, l, p)			of which:				12 12 2 0		(c, s, l, p)			of which:				11 12 0 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

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	20

CURRICULUM
Academic year 2020-2021

		3rd year																			
		SEMESTER 5						SEMESTER 6													
		Elective 2						Interpersonal communication													
1		L481.20.05.S1-ij	5	E	14	28	0	7	DS	76	L481.20.06.S1	5	E	21	21	0	0	DS	83		
		Elective 3						PR for specific purposes													
2		L481.20.05.S2-ij	5	E	14	28	0	7	DS	76	L481.20.06.S2	5	E	21	21	0	0	DS	83		
		Elective 4						PR and Social media													
3		L481.20.05.S3-ij	2	E	14	7	0	0	DS	29	L481.20.06.S3	5	D	21	21	0	0	DS	83		
		Elective 5						Elective 7													
4		L481.20.05.S4-ij	6	E	28	28	0	7	DS	87	L481.20.06.S4-ij	5	D	21	21	0	0	DS	83		
		Elective 6						Elaboration of diploma paper*													
5		L481.20.05.S5-ij	5	D	14	28	0	0	DS	83	L481.20.06.S5	10	D	0	0	0	0	DS	180		
		Linguistic and cultural mediation E						Graduation exam**													
6		L481.20.05.S6	4	D	28	28	0	0	DS	44	L481.20.06.S6	10	E	0	0	0	0	DS	250		
		Legal issues in communication																			
7		L481.20.05.C7	3	D	14	14	0	0	DC	47											
total/sem.		hours: 308		VPI: 442	hours: 238	VPI: 512															
total/week		credits: 30		evaluations: 7	credits: 30	evaluations: 6															
		hours: 22			hours: 21																
		of which:		9	11.5	0	1.5	(c, s, l, p)	of which:		6	6	0	5	(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.

RECTOR,
 Assoc.prof.dr.eng. Florin DRĂGAN

DEAN,
 Prof.dr.Daniel-Codruț DEJICA-CARȚIȘ

ELECTIVE SUBJECTS
Academic year 2020-2021

		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*													
		L480.20.04.S3-01	4	E	28	28	0	0	DS	44	L481.20.05.S1-	5	E	14	28	0	7	DS	76	L481.20.06.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													
		L480.20.04.S3-01	4	E	28	28	0	0	DS	44	L481.20.05.S1-	5	E	14	28	0	7	DS	76	L481.20.06.S4-02	5	D	21	21	0	0	DS
03										Elective 3 PR campaigns*																	
										L481.20.05.S2-	5	E	14	28	0	7	DS	76									
04										Elective 3 Corporate image																	
										L481.20.05.S2-	5	E	14	28	0	7	DS	76									
05										Elective 4 Election campaigns*																	
										L481.20.05.S3-	2	E	14	7	0	0	DS	29									
06										Elective 4 Ethics and academic integrity																	
										L481.20.05.S3-	2	E	14	7	0	0	DS	29									
07										Elective 5 Internal communication*																	
										L481.20.05.S4-	6	E	28	28	0	7	DS	87									
08										Elective 5 Career guidance in PR																	
										L481.20.05.S4-	6	E	28	28	0	7	DS	87									
09										Elective 6 Consumer behaviour*																	
										L481.20.05.S5- 01	5	D	14	28	0	0	DS	83									
10										Elective 6 Corporate communication																	
										L481.20.05.S5-	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

OPTIONAL SUBJECTS
Academic year 2020 - 2021

1st year													2nd year																
SEMESTER 1						SEMESTER 2						SEMESTER 3						SEMESTER 4											
01	Educational Psychology						Pedagogy I (The Fundamentals of Pedagogy. Curriculum Theory and Methodology)						Pedagogy II (Instruction Theory and Methodology. Assessment Theory and Methodology)						Didactics of Specialisation										
	L480.20.01.f01	5	E	28	28	0 0 f 69	L480.20.02.f01	5	E	28	28	0 0 f 69	L480.20.03.f01	5	E	28	28	0 0 f 69	L480.20.04.f01	5	E	28	28	0 0 f 69					
02	Volunteering												Social responsibility and civic activism																
							L480.20.02.f02	2	C	0	0	28	0	f	22							L480.20.04.f02	2	E	28	28	0	0	f
03																			Volunteering										
																			L480.20.04.f03	2	C	0	0	28	0	f	22		
04																			Foreign language II - F, G										
																			L480.20.04.f04	3	D	0	28	0	0	f	30		
total/sem.	hours:	56	VPI:			69	hours:	84	VPI:			91	hours:	56	VPI:			69	hours:	140	VPI:			190					
total/sem.	credits:	5	evaluations: 1			1E	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:	10									
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 4 2 0 (c, s, l, p)										

3rd year																									
SEMESTER 5						SEMESTER 6																			
01	Computer-Assisted Training						Classroom Management																		
	L481.20.05.f01	2	C	14	14	0 0 f 22	L481.20.06.f01	3	E	14	14	0 0 f 60													
02	Teaching Practice in Compulsory Pre-University Education (1)						Teaching Practice in Compulsory Pre-University Education (2)																		
	L481.20.05.f02	3	C	0	0	0 42 f 60	L481.20.06.f02	2	C	0	0	0 36 f 60													
03							Graduation: Level I																		
							L481.20.06.f03	5	E	0	0	0 0 f 60													
							Volunteering																		
							L481.20.06.f04	2	C	0	0	28 0 f 60													
total/sem.	hours:	70	VPI:			82	hours:	92	VPI:			240													
total/sem.	credits:	5	evaluations: 2			2 C	credits:	12	evaluations: 4			2E, 2C													
total/week	hours:	5					hours:	7																	
of which:	1 1 0 3 (c, s, l, p)						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												
L480.20.01.F1	5	E	28	14	0	0	DF	83				

(*) - electives activated in the academic year 2020 - 2021 E = English; F = French; G = German