

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

degree programme	c1c2c3 (domain)	a1a2
L	480	21

CURRICULUM
Academic year 2021-2022

	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																					
	L480.21.01.F1	5	E	28	14	0	0	0	DF	83	L480.21.02.D1	5	E	28	28	0	0	DD	69	L480.21.03.F1	5	E	14	14	0	0	DF	97	L480.21.04.S1	5	E	28	28	0	0	DF	69
2	Introduction to mass-media					Introduction to advertising					Writing for PR					Computer-generated PR Products																					
	L480.21.01.F2	5	E	28	14	0	0	0	DF	83	L480.21.02.D2	4	E	28	28	0	0	DD	44	L480.21.03.S2	5	E	28	28	0	0	DS	69	L480.21.04.S2	4	E	14	28	0	0	DS	58
3	Critical thinking					Written communication and presentation skills					Communication with the press					Elective 1																					
	L480.21.01.D3	4	E	14	28	0	0	0	DD	58	L480.21.02.D3	4	E	28	28	0	0	DD	44	L480.21.03.S3	4	E	14	28	0	0	DS	58	L480.21.04.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																					
	L480.21.01.F4	4	E	28	28	0	0	0	DF	44	L480.21.02.F4	4	E	28	28	0	0	DF	44	L480.21.03.S4	4	E	28	28	0	0	DS	44	L480.21.04.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																					
	L480.21.01.S5	4	D	28	0	28	0	0	DS	44	L480.21.02.S5	4	D	28	28	0	0	DS	44	L480.21.03.S5	4	D	28	28	0	0	DS	44	L480.21.04.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																					
	L480.21.01.C6	3	D	14	14	0	0	0	DC	47	L480.21.02.C6	3	D	14	14	0	0	DC	47	L480.21.03.C6	3	D	14	14	0	0	DC	47	L480.21.04.C6	3	D	14	14	0	0	DC	47
7	Sociology and public opinion					Multimedia					Management and marketing					Practice																					
	L480.21.01.C7	3	D	14	14	0	0	0	DC	47	L480.21.02.C7	4	D	14	0	28	0	DC	58	L480.21.03.C7	3	D	28	28	0	0	DC	19	L480.21.04.S7	4	C	0	0	0	90	DS	10
8	Physical education 1					Physical education 2					Physical education 3					Physical education 4																					
	L480.21.01.C8	2	D	0	14	0	0	0	DC	36	L480.21.02.C8	2	D	0	14	0	0	DC	36	L480.21.03.C8	2	D	0	14	0	0	DC	36	L480.21.04.C8	2	D	0	14	0	0	DC	36
9																																					
10																																					
total/sem.	hours:	294			VPI:	406			hours:	350			VPI:	350			hours:	322			VPI:	378			hours:	294			VPI:	316							
	credits:	30			evaluations:	8			credits:	30			evaluations:	8			credits:	30			evaluations:	8			credits:	30			evaluations:	8							
total/week	hours:	21							hours:	25							hours:	23							hours:	21											
	of which:				11	8	2	0	(c, s, l, p)	of which:				12	11	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

RECTOR,
Assoc. Prof. Florin DRĂGAN, PhD

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

ELECTIVE SUBJECTS
Academic year 2021-2022

	2nd year										3rd year									
	SEMESTER 3					SEMESTER 4					SEMESTER 5					SEMESTER 6				
01						Elective 1 1. PR management* L480.21.04.S3-01 4 E 28 28 0 0 DS 44					Elective 2 1. Event management* L481.21.05.S1-01 5 E 14 28 0 7 DS 76					Elective 7 L481.21.06.S4-01 5 D 21 21 0 0 DS 83				
02						Elective 1 2. Crisis communication L480.21.04.S3-01 4 E 28 28 0 0 DS 44					Elective 2 2. Institutional protocol L481.21.05.S1-02 5 E 14 28 0 7 DS 76					Elective 7 Communication in European institutions L481.21.06.S4-02 5 D 21 21 0 0 DS 83				
03											Elective 3 PR campaigns* L481.21.05.S2-01 5 E 14 28 0 7 DS 76									
04											Elective 3 Corporate image L481.21.05.S2-02 5 E 14 28 0 7 DS 76									
05											Elective 4 Election campaigns* L481.21.05.S3-01 2 E 14 7 0 0 DS 29									
06											Elective 4 Ethics and academic integrity L481.21.05.S3-02 2 E 14 7 0 0 DS 29									
07											Elective 5 Internal communication* L481.21.05.S4-01 6 E 28 28 0 7 DS 87									
08											Elective 5 Career guidance in PR L481.21.05.S4-02 6 E 28 28 0 7 DS 87									
09											Elective 6 Consumer behaviour L481.21.05.S5-01 5 D 14 28 0 0 DS 83									
10											Elective 6 Corporate communication* L481.21.05.S5-02 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

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OPTIONAL SUBJECTS
Academic year 2021 - 2022

1st year												2nd year																				
SEMESTER 1						SEMESTER 2						SEMESTER 3						SEMESTER 4														
01	Educational Psychology						Pedagogy 1						Pedagogy 2						Subject didactics													
	L480.21.01.f01	5	E	28	28	0 0 0 f	69	L480.21.02.f01	5	E	28	28	0 0 0 f	69	L480.21.03.f01	5	E	28	28	0 0 0 f	69	L480.20.04.f01	5	E	28	28	0 0 0 f	69				
02							Volunteering												Social responsibility and civic activism													
							L480.21.02.f02	2	C	0	0	28	0	f	22							L480.20.04.f02	2	E	28	28	0 0 0 f	69				
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:	168				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:	12									
total/week	of which:							of which:							of which:							of which:										

3rd year																						
SEMESTER 5						SEMESTER 6																
01	Computer-assisted instruction						Classroom Management															
	L481.21.05.f01	2	C	14	14	0 0 0 f	22	L481.21.06.f01	3	E	14	14	0 0 0 f	60								
02	Teaching practice (1)						Teaching practice (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													
total/week	of which:							of which:														

Legend

Name of subject											
Code	nc	FE	c	s	I	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 2021 - 2022

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											
L480.21.01.F1	5	E	28	14	0	0	DF	83			

E = English; F = French; G = German

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