

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 (domain)	a1a2
L	480	22

CURRICULUM
Academic year 2022-2023

	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																				
	L480.22.01.F1	5	E	28	14	0	0	DF	83	L480.22.02.D1	5	E	28	28	0	0	DD	69	L480.22.03.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																				
	L480.22.01.F2	5	E	28	14	0	0	DF	83	L480.22.02.D2	4	E	28	28	0	0	DD	44	L480.22.03.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																				
	L480.22.01.D3	4	E	14	28	0	0	DD	58	L480.22.02.D3	4	E	28	28	0	0	DD	44	L480.22.03.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																				
	L480.22.01.F4	4	E	28	28	0	0	DF	44	L480.22.02.F4	4	E	28	28	0	0	DF	44	L480.22.03.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																				
	L480.22.01.S5	4	D	28	0	28	0	DS	44	L480.22.02.S5	4	D	28	28	0	0	DS	44	L480.22.03.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																				
	L480.22.01.C6	3	D	14	14	0	0	DC	47	L480.22.02.C6	3	D	14	14	0	0	DC	47	L480.22.03.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																				
	L480.22.01.C7	3	D	14	14	0	0	DC	47	L480.22.02.C7	4	D	14	0	28	0	DC	58	L480.22.03.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																				
	L480.22.01.C8	2	D	0	14	0	0	DC	36	L480.22.02.C8	2	D	0	14	0	0	DC	36	L480.22.03.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:	308			VPI:	442			hours:	364			VPI:	386			hours:	336			VPI:	414			hours:	308			VPI:	352						
	credits:	30			evaluations:	8			credits:	30			evaluations:	8			credits:	30			evaluations:	8			credits:	30			evaluations:	8						
total/week	hours:	22							hours:	26							hours:	24							hours:	22										
	of which:					11 9 2 0 (c, s, l, p)			of which:					12 12 2 0 (c, s, l, p)			of which:					11 13 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-CARTIȘ, PhD

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CURRICULUM
Academic year 2022-2023

		3rd year																																										
		SEMESTER 5					SEMESTER 6																																					
1		Elective 2					Interpersonal communication																																					
		L480.22.05.S1-ij	5	E	14	28	0	7	DS	76	L480.22.06.S1	5	E	21	21	0	0	DS	83																									
2		Elective 3					PR for specific purposes																																					
		L480.22.05.S2-ij	5	E	14	28	0	7	DS	76	L480.22.06.S2	5	E	21	21	0	0	DS	83																									
3		Elective 4					PR and Social media																																					
		L480.22.05.S3-ij	2	E	14	7	0	0	DS	29	L480.22.06.S3	5	D	21	21	0	0	DS	83																									
4		Elective 5					Elective 7																																					
		L480.22.05.S4-ij	6	E	28	28	0	7	DS	87	L480.22.06.S4-ij	5	D	21	21	0	0	DS	83																									
5		Elective 6					Elaboration of diploma paper*																																					
		L480.22.05.S5-ij	5	D	14	28	0	0	DS	83	L480.22.06.S5	10	D	0	0	0	0	DS	180																									
6		Linguistic and cultural mediation E					Graduation exam**																																					
		L480.22.05.S6	4	D	28	28	0	0	DS	44	L480.22.06.S6	10	E	0	0	0	0	DS	250																									
7		Legal issues in communication																																										
		L480.22.05.C7	3	D	14	14	0	0	DC	47																																		
total/sem.	hours:	308			VPI:			442			hours:	238			VPI:			512																										
	credits:	30			evaluations: 7			4E, 3D			credits:	30			evaluations: 6			3E, 3D																										
total/week	hours:	22									hours:	17																																
	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,
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ELECTIVE SUBJECTS
Academic year 2022-2023

		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*															
							L480.21.04.S3-01	4	E	28	28	0	0	DS	44	L480.22.05.S1-01	5	E	14	28	0	7	DS	76	L480.22.06.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															
							L480.21.04.S3-01	4	E	28	28	0	0	DS	44	L480.22.05.S1-02	5	E	14	28	0	7	DS	76	L480.22.06.S4-02	5	D	21	21	0	0	DS
03												Elective 3 PR campaigns*																				
																L480.22.05.S2-01	5	E	14	28	0	7	DS	76								
04												Elective 3 Corporate image																				
																L480.22.05.S2-02	5	E	14	28	0	7	DS	76								
05												Elective 4 Election campaigns*																				
																L480.22.05.S3-01	2	E	14	7	0	0	DS	29								
06												Elective 4 Ethics and academic integrity																				
																L480.22.05.S3-02	2	E	14	7	0	0	DS	29								
07												Elective 5 Internal communication*																				
																L480.22.05.S4-01	6	E	28	28	0	7	DS	87								
08												Elective 5 Career guidance in PR																				
																L480.22.05.S4-02	6	E	28	28	0	7	DS	87								
09												Elective 6 Consumer behaviour																				
																L480.22.05.S5-01	5	D	14	28	0	0	DS	83								
10												Elective 6 Corporate communication*																				
																L480.22.05.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

RECTOR,
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OPTIONAL SUBJECTS
Academic year 2022 - 2023

1st year												2nd year																												
SEMESTER 1						SEMESTER 2						SEMESTER 3						SEMESTER 4																						
01	Educational Psychology						Pedagogy 1						Pedagogy 2						Subject didactics																					
	L480.22.01.f01	5	E	28	28	0 0 f 69	L480.22.02.f01	5	E	28	28	0 0 f 69	L480.22.03.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																					
							L480.22.02.f02	2	C	0	0	28	0	f	22							L480.20.04.f02	2	E	28	28	0 0 f 0													
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	47													
total/sem.	hours:	56				VPI:	69				hours:	84				VPI:	91				hours:	56				VPI:	69				hours:	168				VPI:	138			
	credits:	5				evaluations:	1				credits:	7				evaluations:	2				credits:	5				evaluations:	1				credits:	12				evaluations:	4			
total/week	hours:	4									hours:	6									hours:	4									hours:	12								
	of which:	2					2				of which:	2					2				of which:	2					2				of which:	4					6			

3rd year																																
SEMESTER 5						SEMESTER 6																										
01	Computer-assisted training						Classroom management																									
	L480.22.05.f01	2	C	14	14	0 0 f 22	L480.22.06.f01	3	E	14	14	0 0 f 47																				
02	Teaching practice in compulsory pre-university education						Teaching practice in compulsory pre-university education																									
	L480.22.05.f02	3	C	0	42	0 0 f 33	L480.22.06.f02	2	C	0	36	0 0 f 14																				
03							Pass-graduation exam - 1st Level																									
							L480.22.06.f03	5	E	0	0	0 0 f 125																				
							Volunteering																									
							L480.22.06.f04	2	C	0	0	28	0	f	22																	
total/sem.	hours:	70				VPI:	55				hours:	92				VPI:	208															
	credits:	5				evaluations:	2				credits:	12				evaluations:	4															
total/week	hours:	5									hours:	7																				
	of which:	1					4				of which:	1					4															

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 2022 - 2023

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											
L480.22.01.F1	5	E	28	14	0	0	DF	83			

E = English; F = French; G = German