

**Politehnica University of Timișoara
Faculty of Communication Sciences**

Undergraduate study programme: **Communication and Public Relations - Distance learning**
Domain of study: **Communication Sciences**

General information

Entry requirements: Baccalaureate degree, file-based admission contest
Length of study: 3 years (6 semesters), 180 ECTS credits
Title awarded: Bachelor's degree in Communication Sciences

Programme overview

Organized in partnership with the e-Learning Centre of Politehnica University of Timișoara, the distance learning programme *Communication and Public Relations* is authorized by ARACIS (i.e. The Romanian Agency for Quality Assurance in Higher Education) and accredited as a trusted study programme by ARACIS Council's Decision/26.09.2013.

All competences, qualifications and degrees conferred by this distance learning programme are identical with those conferred by the on-site learning programme.

Competences and knowledge acquired:

Competences characteristic of national undergraduate programmes in the field of Communication and Public relations: identification and adequate use of communication sciences-specific language, methodologies and specialised knowledge; deployment of the new information and communication technologies; identification and adequate use of communication strategies, methods and techniques in the PR process; execution and promotion of a PR product; specialised assistance in managing crisis communication and/or communication conflicts.

Additional competences offered by the Faculty of Communication Sciences: professional and institutional communication, analysis and evaluation of effective communication in English, French and German; linguistic and cultural mediation in English, French and German.

Disciplines:

- Introduction to communication theories;
- Communication in social contexts;
- Introduction to advertising;
- Fundamentals of Public Relations;
- Media relations;
- PR management;
- Corporate image;
- PR campaigns;
- PR and Social media;
- PR and Politics;
- Computer-generated PR products;
- Foreign languages (English, French and German);
- Specialized communication (English, French and German);
- Communication techniques (English, French, and German);
- Communication mediation (English, French and German).

Communication Sciences at Politehnica University of Timișoara

The undergraduate domain Communication Sciences was first implemented in Politehnica University of Timișoara in 2003 via the bachelor programme Social Communication and Public Relations, with the first

generation of graduates in 2007. In 2004, the name of the programme changed into Communication and Public Relations. The distance learning programme Communication and Public Relations is accredited as a trusted study programme by ARACIS Council's Decision/26.09.2013.

Its mission is to shape university graduates able to activate as PR and communication experts performing profession-specific tasks in institutions, companies, political parties and organizations, NGOs, etc. They will acquire competences and skills in areas such as corporate image, conflict management, negotiation, production of written and audiovisual messages in Romanian and two foreign languages.

Career opportunities

Future graduates can become: PR officers; corporate affairs officers; media relations officers, media planners, media buyers; experts in communication auditing; spokespersons; event organizers; brand managers; crisis managers; copywriters; account managers; PR consultants; corporate publishers; marketing consultants; HR consultants.



Faculty of Communication Sciences
Traian Lalescu 2a, 300223 Timișoara
Telephone: 0256 40 40 11, Fax: 0256 40 40 13, E-mail: sc@upt.ro
Web: <http://sc.upt.ro> Facebook: <https://www.facebook.com/FSCUPT/>

e-Learning Centre
Vasile Parvan 2, Timișoara
Telephone: 0040-256-403326
E-mail: elearning@cm.upt.ro Web: <http://elearning.upt.ro>