Politehnica University of Timişoara

Faculty Communication Sciences

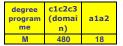
Postgraduate (MA) study programme: Communication, Public Relations and Digital Media (interdisciplinary MA in partnership with the Faculty of Electronics and Telecommunications Engineering) Form of education: on site



Length of study: 2 years

Primary ranking domain (PRD): Social Sciences Branch of science (BS): Communication Sciences Postgraduate (MA) domain of study (PDS_MA): Communication Sciences

PRD Code	BS Code	PDS_MA Code
40	30	10



CURRICULUM Academic year 2018 - 2019 1st YEAR

								ISLIEA											
				SEM	EST	ER 1				SEMESTER 2									
1		Digital media																	
	M480.18.01.A1	7	Е	28	0	28	0	DA	119	M480.18.02.V1	8	Е	28	0	0	28	DCAV	144	
2		D	iscour	se pi	rincip	les a	and s	trate	gies										
2	M480.18.01.V2	7	Е	28	0	14	0	DCAV	133	M480.18.02.V2	8	Е	28	28	0	0	DCAV	144	
3	Foreign language for PR (English*/French/German)									Foreign lang	juage	for d	igital	med	lia (l	Engli	sh/French/	German)	
з	M480.18.01.A3	6	D	14	28	0	0	DA	108	M480.18.02.V3	7	D	14	0	28	0	DCAV	133	
4		Elective 2																	
4	M480.18.01.S4	4	D	14	7	0	0	DS	79	M480.18.02.A4-ij	7	D	28	14	0	0	DA	133	
5																			
-	M480.18.01.S5-ij	6	Ε	28	28	0	0	DS	94										
6		1	1	r			1	1	1							1			
7		I	1	1	1		1		1						-	1			
8																			
0																			
9		1			1							1			1	r			
total /	hours: 217 VPI: 533		hours:	10	6		V	PI:		5	54								
semester	credits:		30		ev	aluations: {	5	3E,3		hours: 196 credits: 30					tions	: 4	2E,2D		
total / week	hours:	1	16							hours:	1	4							
	of which:			8	5	3	0	(c, s, l, p)		of which:			7	3	2	2	(c, s, l, p)		

Professional competences:

Identification and proper use of the hereitical knowledge and fundamental practices specific to the domain and to the specialization of the MA programme:
Deployment of the electronic and technical calculus equipment for the analysis, processing and interpretation of information in telecommunications systems and signals, including digital images;
Development and deployment of an interdisciplinary analytic set of tools for the proper identification, production and evaluation of the communication events and products in the field of PR;
Deployment of information networks and of data collection, processing and management systems for problem solving and creative applications, in accord with the communication situation; Deployment of information networks and of data collection, processing and management systems for problem solving and creative applications, in accord with the comit Analysis, processing and interpretation of digital data.
 Transversal competences:
 Development of networking, cooperation, teamwork and interdisciplinary cooperation skills specific to traditional and digital media
 Development of synthetic, comparative and critical thinking, and of adaptability and communication skills to tackle new situations
 Development of management and organizational skills, of innovation and research skills, and of the ability to take initiative and to identify one's lifetong learning needs

Additional competences:

Pertinent and proficient association of information and practices from two different domains (communication and telecommunications technologies);
 Proper selection, adaptation, management and application of the transdisciplinary investigative system for innovative and effective problem-solving
 Providing innovative technological solutions to ensure effective communication.

CURRICULUM Academic year 2018 - 2019

2nd	YEAR	

				SEM	EST	ER 3						S	EME	STE	R 4					
1		Telecommunications technologies											Practice / Research activities 7 weeks x 14 hours/weeks							
	M480.18.03.A1	8	Е	28	0	14	14	DA	144	M480.18.04.S1	10	D	0	0	0	98	DS	15	2	
2	2 Web Tehnologies										Elaboration of dissertation paper 7 weeks x 14 hours/weeks									
	M480.18.03.V2	7	Е	28	0	14	14	DCAV	119	M480.18.04.S2	10	С	0	0	0	98	DS	15	2	
3				Diss	serta	tion	exam													
	M480.18.03.V3	8	Е	28	0	14	0	DCAV	158	M480.18.04.S3	10	Е					DS			
4																				
	M480.18.03.A4-ij	7	D	28	0	0	14	DA	133											
									1		-	-			1			-		
				1												· · · · ·				
											1									
		1	1		1		1	1	1		-	-			1					
		1	I								T									
total /	hours:		96			VPI:		55		hours: 196 VPI: 304							-			
semester	credits:		30		ev	aluations: 4	4	3E,	1D	credits: 30 evaluations: 3 1E,1D, 1C										
total / week	hours:	1	14							hours: 14										
	of which: 8 0 3 3 (c, s, l, p))	of which:			0	0	0	14	(c, s, l, p)			

ELECTIVE SUBJECTS

1st	VE	AD.
131		

				SEM	EST	ER 1	SEMESTER 2											
	1. Appr	Elective 2 1. Advanced research methods in PR*																
01	M480.18.01.S5-01	6	Е	28	28	0	0	DS	94	M480.18.02.A4-01	7	D 28	14	0	0	DA	133	
02	2.	Elective 1 2. Public relations. Principles and practices*									Elective 2 2. Strategic positioning and online/ offline reputation of organisations							
	M480.18.01.S5-02	6	Е	28	28	0	0	DS	94	M480.18.02.A4-02	7	D 28	14	0	0	DA	133	
03		_	_		_								-		-	-	-	
04																		

2nd YEAR

			SEMESTER 4															
01																		
01	M480.18.03.A4-01	1. Research and design methodology M480.18.03.A4-01 7 D 28 0 0 14 DA 133																
02		Elective 3 2. E-media design*																
	M480.18.03.A4-02	7 [28	0	0	14	DA	133										

Legend										I=laboratory hours				
				Name	of su	bject	p=portfolio hours							
	Code	nc	FE	с	s		p	VPI	CF= subject category					
										CF∈{DA, DCA, DS}				
	Code = subject cod	е								DA - comprehesive subject				
	nc = number of ECT	S credits								DCAV - advanced knowledge subject				
	FE = form of evaluat	ion								DS - sythesis subject				
	FE ∈ {E,	D, C, P-	E, P-l	D}						VPI = time needed for self-study				
	E=	exam												
	D=	distribute	d ass	sessmen	t					Example				
	c=course hours /sen	nester								Web technologies				
	s=seminar hours									M480.18.03.V2 7 E 28 0 14 14 DCAV 119				
(*) - elective	es activated in the aca	demic ye	ar 20	18 - 2019	9				-					

RECTOR, Prof.univ.dr.ing.Viorel-Aurel ŞERBAN

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