Faculty: Communication Sciences

Postgraduate (MSc) study programme: Communication, Public Relations and Digital Media

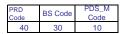
Form of education: on site

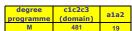
Length of study: 2 years

Primary ranking domain (PRD) Social Sciences

Branch of science (BS): Communication Sciences

Postgraduate (MSc) domain of study (PDS_M): Communication Sciences





CURRICULUM Academic year 2019 - 2020

1st YEAR SEMESTER 1 SEMESTER 2 Electronic systems for digital media Digital media 5 E 28 0 28 0 M481.19.02.V1 Е 28 0 0 28 0 DCAV Public relations. Principles and practices Discourse principles and strategies 2 M481.19.01.V2 M481.19.02.V2 6 E 28 0 6 E 28 28 0 0 DCAV 28 0 0 DCAV 108 94 Foreign language for PR (English*/French/German) Foreign language for digital media (English*/French/German) 3 M481.19.01.A3 M481.19.02.V3 28 DA 6 14 0 28 DCAV 6 D 14 0 0 0 108 D 0 0 108 Internship 1 2 weeks x 40 hours/week Internship 2: 2 weeks x 40 hours/week 4 M481.19.01.S4 5 C 0 0 0 10 80 DS 35 M481.19.02.S4 5 C 0 0 0 10 80 DS 35 Elective Elective 2 5 M481.19.01.V5 5 F 14 0 DCAV 83 M481.19.02.A5 6 D 28 14 0 0 0 DA 28 0 0 108 Ethics and academic integrity 6 M481.19.01.C6 14 3 D 7 8 9 464 VAi: 206 VA (VAi+VAp): 307 VCA (VA+VPI): 778 VA (VAi+VAp): 286 VCA (VA+VPI): 750 30 credits evaluations credits 30 evaluations 16.2 VAi: VPI: 33.6 VAi: 14.7 VPI: 33.1 VCA (VA+VPI): VA (VAi+VAp): 21.9 VCA (VA+VPI): VA (VAi+VAp): 55.5 20.4 53.6 of which 4 3 (c, s, I, p, VAp of which 7 3 2 3 6 (c, s, l, p, VAp)

CURRICULUM Academic year 2019 - 2020

									2nd	YEAF	₹									
				SEME	STE	R 3					SEMESTER 4									
		Practice / Research activities																		
1						technol				П	7 weeks x 14 hours/weeks									
	M481.19.03.A1	8	Е	28	0	14	14	0	DA	144	M481.19.04.S1	10	D	0	0		98		DS	152
2			١	Neb Te	hnol	ogies					Elaboration of dissertation paper 7 weeks x 14 hours/weeks									
_	M481.19.03.V2	7	Е	28	0	14	14	0	DCAV	119	M481.19.04.S2	10	С	0	0	0	98	0	DS	152
3			Digit	al medi	ia ad	vertising)				Dissertation exam									
3	M481.19.03.V3	8	Е	28	0	14	0	0	DCAV	158	M481.19.04.S3	10	Е	0	0	0	0	0	DS	
4				Elec	tive	3														
4	M481.19.03.A4	7	D	28	0	0	14	0	DA	133										
		п		1		1			ı										1	
	VAi: 196 VPI:												VPI:						304	
	VA (VAi+VAp): 196 VCA (VA+VPI):									VA (VAi+VAp)	VCA (VA+VPI): evaluations:					500				
	credits: 30 evaluations:						<u> </u>		credits:				uatior	ns:				1E,1D, 1C		
	Al / VA (VAi+VAp): 14 VCA (VA+VPI): 54							0 VAi: 14 VPI:						21.7						
								VA (VAi+VAp): 14 VCA (VA+VPI):						35.7 (c, s, l, p, VAp)						
	OF WITICH.			8	0	3	3	0	(C, S, I,	o, vAp)	OF WHICH.			0	0	0	14	0	(C, S, I,	p, vap)

Professional competences:

- I Identification and proper use of the theoretical knowledge and fundamental practices specific to the domain and to the specialization of the MSc 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;
- 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 lifelong learning needs

- 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.



ELECTIVE SUBJECTS

1st YEAR

		SEMESTER 1 Elective 1												SEMESTER 2									
0.4	1.	Elective 2 1. Advanced research methods in PR*																					
01	M481.19.01.V5-01	5	Е	28	0	0	14	0	DCAV	83	M481.19.02.A5- 01	6	D	28	14	0	0	0	DA	108			
00	Elective 1 2. E-services								Elective 2 2. Strategic positioning and online/ offline reputation of organisations														
02	M481.19.01.V5-02	5	Е	28	0	0	14	0	DCAV	83	M481.19.02.A5- 02	6	D	28	14	0	0	0	DA	108			
03																							
04																							

2nd YEAR

				SEME	STE	R 3				SEMESTER 4	
01	1.	. Res	searc		ctive : desig	3 n metho	odolog	y			
	M481.19.03.A4-01	7	D	28	14	0	0	0	DA	133	3
02	Elective 3 2. E-media design*										
	M481.19.03.A4-02	7	D	28	14	0	0	0	DA	133	3
											1

Legend	
Name of subject	Example
Name of Subject	Public relations. Principles and practices
Code nc FE c s I p	F VPI M481.19.01.V2 6 E 28 0 28 0 0 DCAV 108
Code = subject code	CF= subject category
nc = number of ECTS credits	CF={DA, DCAV, DS,DC}
FE = form of evaluation	DA - comprehesive subject
FE ∈ {E, D, C, P-E, P-D}	DCAV - advanced knowledge subject
E =exam	DS - sythesis subject
D=distributed assessment	DC - complementary subject
C=oral exam	VPI = time needed for self-study during a 14-week semester + a 4-week exam session
c=course hours /semester	
s =seminar hours	
I=laboratory hours	VAi- time needed for fully assisted activities=c+s+l+p
p =portfolio hours	VA - time needed for both fully and partially assisted activities
VAp=time needed for partially assisted activities	VCA - total time needed for all activities = VA+VPI
(*) - electives activated in the academic year 2019 - 2020	

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

DEAN, Prof.univ.dr. Daniel-Codruţ DEJICA-CARŢIŞ