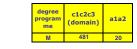**Politehnica University of Timişoara**
Faculty: Communication Sciences
Postgraduate (MSc) study programme: **Communication, Public Relations and Digital Media**
Form of education: **on site**
Length of study: **2 years**
Primary ranking domain (PRD): **Social Sciences**
Branch of science (BS): **Communication Sciences**
Postgraduate (MSc) domain of study (PDS_M): **Communication Sciences**

PRD Code	BS Code	PDS_M Code
40	30	10

degree programme	c1c2c3 (domain)	a1a2
M	481	20

CURRICULUM
Academic year 2020 - 2021
1st YEAR

	SEMESTER 1										**SEMESTER 2**										
1	Electronic systems for digital media										Digital media										
	M481.20.01.A1	5	E	28	0	28	0	0	DA	83	M481.20.02.V1	7	E	28	0	0	28	0	DCAV	119
2	Public relations. Principles and practices										Discourse principles and strategies										
	M481.20.01.V2	6	E	28	0	28	0	0	DCAV	108	M481.20.02.V2	6	E	28	28	0	0	0	DCAV	94
3	Foreign language for PR (English*/French/German)										Foreign language for digital media (English*/French/German)										
	M481.20.01.A3	6	D	14	28	0	0	0	DA	108	M481.20.02.V3	6	D	14	0	28	0	0	DCAV	108
4	Internship 1: 2 weeks x 40 hours/week										Internship 2: 2 weeks x 40 hours/week										
	M481.20.01.S4	5	C	0	0	0	0	80	DS	45	M481.20.02.S4	5	C	0	0	0	0	80	DS	45
5	Elective 1										Elective 2										
	M481.20.01.V5-ij	5	E	28	0	0	14	0	DCAV	83	M481.20.02.A5-ij	6	D	28	14	0	0	0	DA	108
6	Ethics and academic integrity																				
	M481.20.01.C6	3	D	14	7	0	0	0	DC	54											
7																					
8																					
9																					

total / semester	VAi:	217	VPI:							481	VAi:	196	VPI:								474
	VA (VAi+VAp):	297	VCA (VA+VPI):							778	VA (VAi+VAp):	276	VCA (VA+VPI):								750
	credits:	30	evaluations:						3E,2D, 1C		credits:	30	evaluations:							2E,2D, 1C	
total / week	VAi:	15.5	VPI:							34.4	VAi:	14.0	VPI:								33.9
	VA (VAi+VAp):	21.2	VCA (VA+VPI):							55.6	VA (VAi+VAp):	19.7	VCA (VA+VPI):								53.6
	of which:		8	3	4	1	6	(c, s, l, p, VAp)			of which:		7	3	2	2	6	(c, s, l, p, VAp)		

Professional competences:
• 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
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 2020 - 2021
2nd YEAR

	SEMESTER 3										**SEMESTER 4**										
1	Telecommunications technologies										Internship 4: 2 weeks x 40 hours/week										
	M481.20.03.A1	6	E	28	0	14	14	0	DA	94	M481.20.04.S1	5	C	0	0	0	0	80	DS	45
2	Web Tehnologies										Research for dissertation paper 10 weeks x 40 hours/weeks										
	M481.20.03.V2	7	E	28	0	14	14	0	DCAV	119	M481.20.04.S2	10	C	0	0	0	0	0	DS	250
3	Digital media advertising										Elaboration of dissertation paper 2 weeks x 40 hours/weeks										
	M481.20.03.V3	6	E	14	0	28	0	0	DCAV	108	M481.20.04.S3	5	E	0	0	0	0	80	DS	45
4	Elective 3										Dissertation exam										
	M481.20.03.A4-ij	6	D	28	0	0	14	0	DA	108	M481.20.04.S4	10	E	0	0	0	0	0	DS	0
5	Internship 3: 2 weeks x 40 hours/week																				
	M481.20.03.S5	5	C	0	0	0	0	80	DS	45											

total / semester	VAi:	196	VPI:							474	VAi:	0	VPI:								340
	VA (VAi+VAp):	276	VCA (VA+VPI):							750	VA (VAi+VAp):	160	VCA (VA+VPI):								500
	credits:	30	evaluations:						3E, 1D, 1C		credits:	30	evaluations:							2E, 2C	
total / week	VAi:	14	VPI:							39.6	VAi:	0	VPI:								24.3
	VA (VAi+VAp):	20	VCA (VA+VPI):							53.6	VA (VAi+VAp):	11,4	VCA (VA+VPI):								35.7
	of which:		7	0	4	3	6	(c, s, l, p, VAp)			of which:		0	0	0	0	11	(c, s, l, p, VAp)		

RECTOR,
Assoc.prof.dr.eng. Florin DRĂGAN

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

ELECTIVE SUBJECTS
1st YEAR

		SEMESTER 1									SEMESTER 2								
01		Elective 1 1. Research and design methodology									Elective 2 1. Advanced research methods in PR								
	M481.20.01.V5-01	5	E	28	0	0	14	0	DCAV	83	M481.20.02.A5-01	6	D	28	14	0	0	0	DA	108
02		Elective 1 2. E-services									Elective 2 2. Strategic positioning and online/ offline corporate image								
	M481.20.01.V5-02	5	E	28	0	0	14	0	DCAV	83	M481.20.02.A5-02	6	D	28	14	0	0	0	DA	108
03																				
04																				

2nd YEAR

		SEMESTER 3									SEMESTER 4
01		Elective 3 1. Theories and approaches in modern communication*									
	M481.20.03.A4-	6	D	28	0	0	14	0	DA	108	
02		Elective 3 2. E-media design									
	M481.20.03.A4-02	6	D	28	0	0	14	0	DA	108	

Legend

Name of subject								
Code	nc	FE	c	s	l	p	VAp	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=oral exam
c=course hours /semester
s=seminar hours
l=laboratory hours
p=portfolio hours
VAp=time needed for partially assisted activities

Example

Public relations. Principles and practices								
M481.20.01.V2	6	E	28	0	28	0	0	DCAV	108

CF= subject category
  CF={DA, DCAV, DS,DC}
    DA - comprehesive subject
    DCAV - advanced knowledge subject
    DS - sythesis subject
    DC - complementary subject
VPI = time needed for self-study during a 14-week semester + a 4-week exam session

VAi- time needed for fully assisted activities=c+s+l+p
VA - time needed for both fully and partially assisted activities =VAi+Vap
VCA - total time needed for all activities = VA+VPI

(*) - electives activated in the academic year 2020 - 2021

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