

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 program me	c1c2c3 (domain)	a1a2
M	481	22

CURRICULUM
Academic year 2022 - 2023
1st YEAR

SEMESTER 1											SEMESTER 2																													
1	Electronic systems for digital media										Digital media																													
	M481.22.01.A1	5	E	28	0	28	0	0	0	DA	83	M481.22.02.V1	7	E	28	0	0	28	0	DCAV	119																			
2	Public relations. Principles and practices										Discourse principles and strategies																													
	M481.22.01.V2	6	E	28	28	0	0	0	0	DCAV	108	M481.22.02.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)																													
	M481.22.01.A3	6	D	14	28	0	0	0	0	DA	108	M481.22.02.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																													
	M481.22.01.S4	5	C	0	0	0	10	80	DS	35	M481.22.02.S4	5	C	0	0	0	10	80	DS	35																				
5	Elective 1										Elective 2																													
	M481.22.01.V5-ij	5	E	28	0	0	14	0	DCAV	83	M481.22.02.A5-ij	6	D	28	14	0	0	0	DA	108																				
6	Ethics and academic integrity																																							
	M481.22.01.C6	3	D	14	7	0	0	0	DC	54																														
7																																								
8																																								
9																																								
total / semester	VAi:	227									VPI:	471									VAi:	206									VPI:	464								
	VA (VAi+VAp):	307									VCA (VA+VPI):	778									VA (VAi+VAp):	286									VCA (VA+VPI):	750								
	credits:	30									evaluations:	3E,2D, 1C									credits:	30									evaluations:	2E,2D, 1C								
total / week	VAi:	16,2									VPI:	33,6									VAi:	14,7									VPI:	33,1								
	VA (VAi+VAp):	21,9									VCA (VA+VPI):	55,5									VA (VAi+VAp):	20,4									VCA (VA+VPI):	53,6								
	of which:	8 5 2 2 6 (c, s, l, p, VAp)									of which:	7 3 2 3 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 2022 - 2023
2nd YEAR

SEMESTER 3											SEMESTER 4										
1	Telecommunications technologies										Internship 4: 2 weeks x 40 hours/week										
	M481.22.03.A1	6	E	28	0	14	14	0	DA	94	M481.22.04.S1	5	C	0	0	0	10	80	DS	35	
2	Web Tehnologies										Research for dissertation paper 10 weeks x 40 hours/week										
	M481.22.03.V2	7	E	28	0	14	14	0	DCAV	119	M481.22.04.S2	20	C	0	0	0	0	250	DS	250	
3	Digital media advertising										Elaboration of dissertation paper 2 weeks x 40 hours/week										
	M481.22.03.V3	6	E	14	0	28	0	0	DCAV	108	M481.22.04.S3	5	E	0	0	0	0	80	DS	45	
4	Elective 3										Dissertation exam										
	M481.22.03.A4-ij	6	D	28	0	0	14	0	DA	108	M481.22.04.S4	10	E	0	0	0	0	0	DS	0	
5	Internship 3: 2 weeks x 40 hours/week																				
	M481.22.03.S5	5	C	0	0	0	10	80	DS	35											
total / semester	VAi:	206			VPI:	464					VAi:	10			VPI:	330					
	VA (VAi+VAp):	286			VCA (VA+VPI):	750					VA (VAi+VAp)	420			VCA (VA+VPI):	750					
	credits:	30			evaluations:	3E, 1D, 1C					credits:	30			evaluations:	2E, 2C					
total / week	VAi:	15			VPI:	33,1					VAi:	0,71			VPI:	23,6					
	VA (VAi+VAp):	21			VCA (VA+VPI):	53,6					VA (VAi+VAp)	30			VCA (VA+VPI):	53,6					
	of which:	7			of which:	0					of which:	0			of which:	0					
		0				4						0				1					
		4				6						29				(c, s, l, p, VAp)					

ELECTIVE SUBJECTS
1st YEAR

SEMESTER 1											SEMESTER 2										
01	Elective 1 1. Research and design methodology										Elective 2 1. Advanced research methods in PR*										
	M481.22.01.V5-01	5	E	28	0	0	14	0	DCAV	83	M481.22.02.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										
	M481.22.01.V5-02	5	E	28	0	0	14	0	DCAV	83	M481.22.02.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																				
	M481.22.03.A4-01	6	D	28	0	0	14	0	DA	108											
02	Elective 3 2. E-media design*																				
	M481.22.03.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										
M481.22.01.V2	6	E	28	28	0	0	0	DCAV	108	

CF= subject category
CF={DA, DCAV, DS,DC}
 DA - comprehensive subject
 DCAV - advanced knowledge subject
 DS - synthesis 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 2022 - 2023