

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 Cod	BS Code	PDS_M Code
40	30	10

degree progra mme	c1c2c3 (domain)	a1a2
M	481	23

CURRICULUM
Academic year 2023 - 2024
1st YEAR

	SEMESTER 1										SEMESTER 2																				
1	Electronic systems for digital media										Digital media																				
	M481.23.01.A1	5	E	28	0	28	0	0	DA	83	M481.23.02.V1	7	E	28	0	0	28	0	DCAV	119											
2	Public relations. Principles and practices										Discourse principles and strategies																				
	M481.23.01.V2	6	E	28	28	0	0	0	DCAV	108	M481.23.02.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)																				
	M481.23.01.A3	6	D	14	28	0	0	0	DA	108	M481.23.02.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																				
	M481.23.01.S4	5	C	0	0	0	0	80	DS	45	M481.23.02.S4	5	C	0	0	0	0	80	DS	45											
5	Elective 1										Elective 2																				
	M481.23.01.V5-ji	5	E	28	0	0	14	0	DCAV	83	M481.23.02.A5-ji	6	D	28	14	0	0	0	DA	108											
6	Ethics and academic integrity																														
	M481.23.01.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				5	2				1	6				(c, s, l, p, VAp)	of which:	7				3	2				2	6			

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 2023 - 2024
2nd YEAR

	SEMESTER 3										SEMESTER 4									
1	Telecommunications technologies										Internship 4: 2 weeks x 40 hours/week									
	M481.23.03.A1	6	E	28	0	14	14	0	DA	94	M481.23.04.S1	5	C	0	0	0	0	80	DS	45
2	Web Tehnologies										Research for dissertation paper 10 weeks x 40 hours/week									
	M481.23.03.V2	7	E	28	0	14	14	0	DCAV	119	M481.23.04.S2	20	C	0	0	0	0	250	DS	250
3	Digital media advertising										Elaboration of dissertation paper 2 weeks x 40 hours/week									
	M481.23.03.V3	6	E	14	0	28	0	0	DCAV	108	M481.23.04.S3	5	E	0	0	0	0	80	DS	45
4	Elective 3										Dissertation exam									
	M481.23.03.A4-ij	6	D	28	0	0	14	0	DA	108	M481.23.04.S4	10	E	0	0	0	0	0	DS	0
5	Internship 3: 2 weeks x 40 hours/week																			
	M481.23.03.S5	5	C	0	0	0	0	80	DS	45										
total / semester	VAl:	196			VPl:	474			VAl:	0			VPl:	340						
	VA (VAi+VAp):	276			VCA (VA+VPI):	750			VA (VAi+VAp)	410			VCA (VA+VPI):	750						
	credits:	30			evaluations:	3E, 1D, 1C			credits:	30			evaluations:	2E, 2C						
total / week	VAl:	14			VPl:	33,1			VAl:	0,00			VPl:	24,6						
	VA (VAi+VAp):	20			VCA (VA+VPI):	53,6			VA (VAi+VAp)	29			VCA (VA+VPI):	53,6						
	of which:	7	0	4	3	6	(c, s, l, p, VAp)						0	0	0	0	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*									
	M481.23.01.V5-01	5	E	28	0	0	14	0	DCAV	83	M481.23.02.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									
	M481.23.01.V5-02	5	E	28	0	0	14	0	DCAV	83	M481.23.02.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																			
	M481.23.03.A4-01	6	D	28	0	0	14	0	DA	108										
02	Elective 3 2. E-media design*																			
	M481.23.03.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									
M481.23.01.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 2023 - 2024

RECTOR,
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