

# Transilvania University of Braşov, Romania

## Study program: Communication and Public Relations

|                             |   |
|-----------------------------|---|
| Faculty:                    | Sociology and Communication                                     |
| Study period:               | 3 years (bachelor)  |
| Academic year structure:    | 2 semesters (14 weeks per semester)                             |
| Examination sessions (two): | winter session (January/February)<br>summer session (June/July) |

Courses per years (C= course; S = seminar; L = laboratory; P = project)

### 1<sup>st</sup> Year

| No. crt. | Course                              | Code       | 1 <sup>st</sup> Semester |    |   |   |      | 2 <sup>nd</sup> Semester |    |   |   |      |
|----------|-------------------------------------|------------|--------------------------|----|---|---|------|--------------------------|----|---|---|------|
|          |                                     |            | C                        | S  | L | P | Cred | C                        | S  | L | P | Cred |
| 01       | Fundamentals of Communication       | FC01       | 2                        | 2  |   |   | 5    |                          |    |   |   |      |
| 02       | Introduction to Philosophy          | IF01       | 2                        | 1  |   |   | 4    |                          |    |   |   |      |
| 03       | Logic                               | LO01       | 2                        | 1  |   |   | 4    |                          |    |   |   |      |
| 04       | Informatics for Communication       | INF01      | 1                        |    | 1 |   | 3    |                          |    |   |   |      |
| 05       | Introduction to Sociology           | IS01       | 2                        | 2  |   |   | 4    |                          |    |   |   |      |
| 06       | Academic Writing                    | SA01       | 1                        | 2  |   |   | 4    |                          |    |   |   |      |
| 07       | Ethics                              | ET02       | 1                        | 1  |   |   | 3    |                          |    |   |   |      |
| 08       | Marketing                           | MMC02      |                          |    |   |   |      | 2                        | 1  |   |   | 3    |
| 09       | Verbal and Non-verbal Communication | CVN02      |                          |    |   |   |      | 2                        | 2  |   |   | 3    |
| 10       | Introduction to Public Relations    | IRP02      |                          |    |   |   |      | 2                        | 2  |   |   | 4    |
| 11       | Information Literacy                | CI01       |                          |    |   |   |      | 1                        | 1  |   |   | 2    |
| 12       | Research Methods in Communication   | MC02       |                          |    |   |   |      | 2                        | 2  |   |   | 5    |
| 13       | Introduction to Political Sciences  | ISPO2      |                          |    |   |   |      | 2                        | 2  |   |   | 4    |
| 14       | History of the Press                | IP02       |                          |    |   |   |      | 2                        | 1  |   |   | 3    |
| 15       | Specialised Practice                | PR02       |                          |    |   |   |      |                          |    |   |   | 3    |
| 16       | English                             | LE01/ LE02 | 1                        | 1  |   |   | 3    | 1                        | 1  |   |   | 3    |
|          | French                              | LF01/ LF02 |                          |    |   |   |      |                          |    |   |   |      |
|          | German                              | LG01/LG02  |                          |    |   |   |      |                          |    |   |   |      |
|          | Spanish                             | LS01/LS02  |                          |    |   |   |      |                          |    |   |   |      |
| 17       | Physical Training                   | EF01/EF02  |                          | 1  |   |   | 2    |                          | 1  |   |   | 2    |
|          | Total                               |            | 12                       | 11 | 1 | 0 | 32   | 14                       | 13 | 0 | 0 | 32   |
|          | Total didactic hours per week       |            | 24                       |    |   |   |      | 27                       |    |   |   |      |

### 2<sup>nd</sup> Year

| No. crt. | Course  | Code  | 3 <sup>rd</sup> Semester |   |   |   |      | 4 <sup>th</sup> Semester |   |   |   |      |
|----------|---|-------|--------------------------|---|---|---|------|--------------------------|---|---|---|------|
|          |   |       | C                        | S | L | P | Cred | C                        | S | L | P | Cred |
| 01       | Introduction to Mass-media System             | SMM03 | 2                        | 2 |   |   | 5    |                          |   |   |   |      |
| 02       | Introduction to Advertising                   | PAd03 | 2                        | 2 |   |   | 5    |                          |   |   |   |      |
| 03       | Creative techniques for designing PR products | TCr03 | 2                        | 1 |   |   | 4    |                          |   |   |   |      |
| 04       | Social Communication                          | CS03  | 2                        | 1 |   |   | 4    |                          |   |   |   |      |
| 05       | Promotional Tools                             | MP04  |                          |   |   |   |      | 2                        | 2 |   |   | 5    |
| 06       | Public Relations Campaigns                    | CRP04 |                          |   |   |   |      | 2                        | 2 |   |   | 5    |

|                               |   |            |    |    |   |   |    |    |    |   |   |    |   |
|-------------------------------|---|------------|----|----|---|---|----|----|----|---|---|----|---|
| 07                            | Political Communication                                 | CP04       |    |    |   |   |    | 2  | 2  |   |   |    | 5 |
| 08                            | Specialised Practice                                    | Pr04       |    |    |   |   |    |    |    |   |   |    | 3 |
| 09                            | (O <sub>1</sub> ) Rhetoric                              | Re03       | 2  | 2  |   |   | 4  |    |    |   |   |    |   |
|                               | (O <sub>1</sub> ) Intercultural Communication           | CI03       |    |    |   |   |    |    |    |   |   |    |   |
| 10                            | (O <sub>2</sub> ) Cultural PR                           | PR03       | 2  | 2  |   |   | 5  |    |    |   |   |    |   |
|                               | (O <sub>2</sub> ) Social Media                          | SOM03      |    |    |   |   |    |    |    |   |   |    |   |
| 11                            | (O <sub>3</sub> ) Media Globalization                   | GMO4       |    |    |   |   |    | 2  | 2  |   |   |    | 4 |
|                               | (O <sub>3</sub> ) Crisis Communication and Leadership   | Clsc04     |    |    |   |   |    |    |    |   |   |    |   |
| 12                            | (O <sub>3</sub> ) Specialised Computer Language Editing | ELS04      |    |    |   |   |    | 2  | 2  |   |   |    | 5 |
|                               | (O <sub>3</sub> ) TV Production                         | PTV04      |    |    |   |   |    |    |    |   |   |    |   |
| 13                            | English   | LE03/ LE04 | 1  | 1  |   |   | 3  | 1  | 1  |   |   |    | 3 |
|                               | French  | LF03/ LFO4 |    |    |   |   |    |    |    |   |   |    |   |
|                               | German  | LG03/LG04  |    |    |   |   |    |    |    |   |   |    |   |
|                               | Spanish   | LS03/LS04  |    |    |   |   |    |    |    |   |   |    |   |
| 14                            | Physical Training                                       | EF03/EF04  |    | 1  |   |   | 1  |    | 1  |   |   |    | 1 |
| Total                         |   |            | 13 | 12 | 0 | 0 | 32 | 11 | 12 | 0 | 0 | 32 |   |
| Total didactic hours per week |   |            | 25 |    |   |   |    | 23 |    |   |   |    |   |

### 3<sup>rd</sup> Year

| No. crt.                      | Course   | Code    | 5 <sup>th</sup> Semester |    |   |   |      | 6 <sup>th</sup> Semester |   |   |   |      |    |
|-------------------------------|--|---------|--------------------------|----|---|---|------|--------------------------|---|---|---|------|----|
|                               |  |         | C                        | S  | L | P | Cred | C                        | S | L | P | Cred |    |
| 01                            | Applications of Semiotics in Communication and Public Relations    | ASem05  | 1                        | 2  |   |   | 5    |                          |   |   |   |      |    |
| 02                            | Press Communication  | CP05    | 2                        | 2  |   |   | 5    |                          |   |   |   |      |    |
| 03                            | Jobs and Careers with the Profession of PR Specialist              | JC05    | 2                        | 1  |   |   | 5    |                          |   |   |   |      |    |
| 04                            | Introduction to Human Resource Management                          | IMR05   | 2                        | 1  |   |   | 5    |                          |   |   |   |      |    |
| 05                            | Negotiation Techniques   | TN06    |                          |    |   |   |      | 2                        | 2 |   |   |      | 4  |
| 06                            | Social data analysis   | AnDat06 |                          |    |   |   |      | 1                        |   | 2 |   |      | 3  |
| 07                            | Practice + Graduation Thesis Writing-150 hours                     | PrI06   |                          |    |   |   |      |                          |   |   |   |      | 10 |
| 08                            | (O <sub>1</sub> ) Touristic Public Relations                       | RPT05   | 2                        | 2  |   |   | 5    |                          |   |   |   |      |    |
|                               | (O <sub>1</sub> ) Gender Studies                                   | SG05    |                          |    |   |   |      |                          |   |   |   |      |    |
| 09                            | (O <sub>2</sub> ) TV Image Editing                                 | EIT05   | 2                        | 2  |   |   | 5    |                          |   |   |   |      |    |
|                               | (O <sub>2</sub> ) Social reporting                                 | RS05    |                          |    |   |   |      |                          |   |   |   |      |    |
| 10                            | (O <sub>3</sub> ) Advertising Creation and Production              | CPP06   |                          |    |   |   |      | 2                        | 2 |   |   |      | 5  |
|                               | (O <sub>3</sub> ) Management of Social Networks                    | MRS06   |                          |    |   |   |      |                          |   |   |   |      |    |
|                               | (O <sub>3</sub> ) Personal and group communication                 | CIG06   |                          |    |   |   |      |                          |   |   |   |      |    |
| 11                            | (O <sub>4</sub> ) Media Planning                                   | PM06    |                          |    |   |   |      | 2                        | 2 |   |   |      | 5  |
|                               | (O <sub>4</sub> ) Techniques for image analysis and interpretation | Than06  |                          |    |   |   |      |                          |   |   |   |      |    |
|                               | (O <sub>4</sub> ) Online Communication and PR                      | CPR06   |                          |    |   |   |      |                          |   |   |   |      |    |
| 12                            | (O <sub>5</sub> ) Antropology and Communication                    | ACO06   |                          |    |   |   |      | 2                        | 1 |   |   |      | 3  |
|                               | (O <sub>5</sub> )Aesthetic and Communication                       | EC06    |                          |    |   |   |      |                          |   |   |   |      |    |
|                               | (O <sub>5</sub> ) Personal branding                                | CBP06   |                          |    |   |   |      |                          |   |   |   |      |    |
| Total                         |  |         | 11                       | 10 | 0 | 0 | 30   | 10                       | 9 | 0 | 0 | 30   |    |
| Total didactic hours per week |  |         | 21                       |    |   |   |      | 21                       |   |   |   |      |    |