

Transilvania University of Braşov, Romania

Study program: Brand Campaign Management

Faculty:	Sociology and Communication
Study period:	2 years (master)
Academic year structure:	2 semesters (14 weeks per semester)
Examination sessions (two):	winter session (January/February) summer session (June/July)

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

1st Year

No. crt.	Course	Code	1 st Semester					2 nd Semester				
			C	S	L	P	Cred	C	S	L	P	Cred
01	Image Analysis	AI01	2	2			8					
02	Brand Management	CM01	2	2			8					
03	Promotional Campaigns	CP01	2	1			7					
04	Public Sphere and Political Image	SPIP01	2	1			7					
05	Promotional techniques	TPO2						2	1			6
06	Symbolic Construction of Identity	CSI02						2	1			6
07	Psychology of Advertising and Consumer	PRC02						2			2	8
08	Image Evaluation	EI02						2	2			8
Total			8	6	0	0	30	8	4	0	2	30
Total didactic hours per week			14					14				

2nd Year

No. crt.	Course	Code	3 rd Semester					4 th Semester				
			C	S	L	P	Cred	C	S	L	P	Cred
01	Voting Behavior	CV03	2	2			8					
02	Image Crisis Management	GCI03	2	1			7					
03	Media Planning and Evaluation	PEM03	2	1			7					
04	Corporate Branding and Corporate Identity	BIC03	2	1			8					
05	The technique of public discourse	TDP04						2	2			5
06	Mass Media Laboratory	LMM04								2		4
07	Electoral Campaigns	CE04						2	2			6
08	Research Project	PdC04									4	5
09	Elaboration of Dissertation Thesis	ED04										10
Total			8	5	0	0	30	4	4	2	4	30
Total didactic hours per week			13					14				