

# 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)  
 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	GM04						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/ LF04										
	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	AC006						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
	<b>Total didactic hours per week</b>		21					21				