

Transilvania University of Braşov, Romania

Study program: Digital Media

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)

1st Year

Nr. crt.	Course title	Code	1 st Semester				2 nd Semester					
			C	S	L	P	Cr	C	S	L	P	Cr
1.	Fundamentals of Communication	FC01	2	2			5					
2.	Communication in Digital Media	CMD01	2		2		4					
3.	Marketing	MK01	2	1			4					
4.	Ethics and Deontology	ET01	1		1		4					
5.	Introduction to Advertising	IP01	2	1			4					
6.	Academic Writing	SA01	1		2		3					
7.	Visual culture	CV01	1	1			3					
8	Introduction to Political Sciences	ISPO2						2	1			4
9.	Psychology of digital media user	PMD02						2	1			4
10.	Management of social networks	MRS02						2	1			3
11	Introduction to Public Relations	IRPO2						2	2			4
12	Information literacy	CI02						1	1			2
13	Writing for Digital Media	TRO2						1	1			2
14	Research Methods in Communication Science	MC02						2	2			5
15	Practical Training (90 hours)	Pr02										3
16	<i>English</i>	LE01/ LE02	1	1			2	1	1			2
	<i>French</i>	LF01/ LF02										
	<i>German</i>	LG01/LG02										
	<i>Spanish</i>	LS01/LS02										
17	Physical Training	EF01/EF02		1			2		1			2
Total			12	7	5	0	32	13	11	0	90	32
Total didactic hours per week			24				24					

2nd Year

Nr. crt.	Course title	Code	3 rd Semester					4 th Semester				
			C	S	L	P	Cr	C	S	L	P	Cr
1.	Social Media	SM03	2	1			5					
2.	Digital Media Production	PMD03	2		2		5					
3.	Creative techniques for designing PR products	TCr03	2	1			4					
4.	Mass-media System	SMM03	2	1			5					
5.	Digital branding	BRD04						2	1			4
6.	Introduction to online quantitative research	TCO04						2		1		3
7.	TV Editing	ETV04						2		1		4
8.	Graphic design	DG04						1		2		4

9.	Specialty Practice	Pr04																		3			
10.	(01) Archiving systems for digital documents	SAD03	2		2		4																
	(01) Digital repositories management	MDD03																					
11.	(02) Search engine optimization and marketing (SEO & SEM)	SEO03	2		2		4																
	(02) Information security in the online environment	SIM03																					
12.	(03) Public Relations Campaigns	CRP04							2	2													
	(03) Intercultural communication	CIC04																					
13.	(04) Image analysis and interpretation techniques	Teh04							2	1													
	(04) Media Globalization	GM04																					
14.	(05) Musical illustration	IM04							1	2													
	(05) Digital Photography Heuristic	FD04																					
	(05) Animation and visual effects	AEV04																					
15.	<i>English</i>	LE03/ LE04	1	1			3	1	1														
	<i>French</i>	LF03/ LF04																					
	<i>German</i>	LG03/LG04																					
	<i>Spanish</i>	LS03/LS04																					
16.	Physical Training	EFO3/EF04		1			2		1														
Total			13	5	6	0	32	13	8	4	0	32											
Total didactic hours per week			24						25														

3rd Year

Nr. crt.	Course title	Code	5 th Semester					6 th Semester															
			C	S	L	P	Cr	C	S	L	P	Cr											
1.	Digital communications systems	SCD05	2		2		5																
2.	Communication and organizational behavior	CCO05	2	1			5																
3.	Fake news	FN05	2	1			4																
4.	Qualitative techniques of online research	ThCO05	2	1			4																
5.	TV Production	PTV05	1		2		5																
6.	Media Planning	PM06						2	2											4			
7.	Web Design	WD06						2		2										3			
8.	Digital printing systems	SDT06						2	2											4			
9.	Project Management	MP06						2	1											3			
10.	Practice + Diploma Paper Project (150 hours)	PrL06																		10			
11.	(01) Crisis Communication	CSC05	1	2			4																
	(01) Online Press Communication	CPO05																					
12.	(02) Social Reportage	RS06	2		2		4																
	(02) Gender and massmedia	SG06																					
13.	(03) Virtual Reality	RV05						2	2														
	(03) Sound processing	PS05																					
14.	(04) Analysis of digital worlds	GD06						1	2														
	(04) Anthropology Writing	AD06																					
15.	(05) Intellectual property protection	PPI06	1	1			3																
	(05) Legal aspects of media production published on the Internet	ALMP06																					
Total			13	6	6	0	30	11	9	2	0	30											
Total didactic hours per week			25						22														