

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)

1st Year

No crt	Course	C ₁ **	C ₂ **	1 st Semester								2 nd Semester											
				C	S	L	P	Pr.	SI	V	Cr.	C	S	L	P	Pr.	SI	V	Cr.				
1	Fundamentals of Communication	DF	DOB	2	2	0	0	0	94	E	5												
2	Introduction to Philosophy	DC	DOB	2	1	0	0	0	78	E	4												
3	Logic	DF	DOB	2	1	0	0	0	108	E	5												
4	Informatics for Communication	DF	DOB	1	0	1	0	0	62	E	3												
5	Academic Writing	DF	DOB	1	2	0	0	0	78	E	4												
6	Verbal and nonverbal communication	DS	DOB	2	2	0	0	0	64	E	4												
7	Ethics	DC	DOB	1	1	0	0	0	32	E	2												
8	Language English 1	DC	DOB	1	1	0	0	0	32	V	2												
8	Language French 1	DC	DOB	1	1	0	0	0	32	V	2												
8	Language Spanish 1	DC	DOB	1	1	0	0	0	32	V	2												
9	Physical Training 1	DC	DOB	0	1	0	0	0	16	V	1												
10	Marketing	DC	DOB									2	1	0	0	0	78	E	4				
11	Introduction to Public Relations	DF	DOB									2	2	0	0	0	94	E	5				
12	Information literacy	DF	DOB									1	0	1	0	0	62	E	3				
13	Creative techniques in developing public relations products	DS	DOB									2	1	0	0	0	78	V	4				
14	Ethics and academic integrity	DC	DOB									1	1	0	0	0	62	E	3				
15	Introduction to political sciences	DF	DOB									2	2	0	0	0	94	E	5				
16	History of the press	DS	DOB									2	2	0	0	0	34	E	3				
17	Language English 2	DC	DOB									1	1	0	0	0	32	V	2				
17	Language French 2	DC	DOB									1	1	0	0	0	32	V	2				
17	Language Spanish 2	DC	DOB									1	1	0	0	0	32	V	2				
18	Physical Training 2	DC	DOB									0	1	0	0	0	16	V	1				
Total				12	11	1	0	0	564	E	C	V	30	13	11	1	0	0	550	E	C	V	30
Total didactic hours per week				24								25											

Legend :

C₁* = *content criterion* : DF – fundamental disciplines DD – COURSES in FIELD (where is case)
 DS – COURSES of specialty AD – COURSES ADDITIONAL
 C₂** = *CRITERIA compulsoriness ii* : DOB- COURSES mandatory (imposed)
 PDO –disciplines optional
 DFA –optional subjects
 SI= hours of study individual

2nd Year

No crt.	COURSES	C ₁ **	C ₂ **	1 st Semester								2 nd Semester											
				C	S	L	P	Pr.	SI	V	Cr.	C	S	L	P	Pr.	SI	V	Cr.				
1	Introduction to Mass-media System	DF	DOB	2	2	0	0	0	94	E	5												
2	Introduction to Advertising	DS	DOB	2	2	0	0	0	94	E	5												
3	Social communication	DS	DOB	2	1	0	0	0	78	E	4												
4	Research methodology in communication sciences	DF	DOB	2	2	0	0	0	94	E	5												
5	Language English 3	DC	DOB	1	1	0	0	0	32	V	2												
5	Language French 3	DC	DOB	1	1	0	0	0	32	V	2												
5	Language Spanish 3	DC	DOB	1	1	0	0	0	32	V	2												
6	Physical Training 3	DC	DOB	0	1	0	0	0	16	V	1												
7	Promotional tools	DS	DOB									2	2	0	0	0	94	E	5				
8	campaign of relations publicly	DS	DOB									2	2	0	0	0	94	E	5				
9	Public Relations Campaigns	DS	DOB									2	2	0	0	0	94	E	5				
10	Practice of specialty 04	DS	DOB									0	0	0	2	62	62	V	3				
11	Language English 4	DC	DOB									1	1	0	0	0	32	V	2				
11	Language French 4	DC	DOB									1	1	0	0	0	32	V	2				
11	Language Spanish 4	DC	DOB									1	1	0	0	0	32	V	2				
12	Physical Training 4	DC	DOB									0	1	0	0	0	16	E	1				
Total				9	9	0	0	0	408	E	C	V	22	7	8	0	2	62	392	E	C	V	21
Total didactic hours per week				18								17											

No crt.	Courses with criterion: Optional	C ₁ **	C ₂ **	1 st Semester								2 nd Semester											
				C	S	L	P	Pr.	SI	V	Cr.	C	S	L	P	Pr.	SI	V	Cr.				
1	Social media	DS	DOP	2	2	0	0	0	64	E	4												
1	Cultural PR	DS	DOP	2	2	0	0	0	64	E	4												
2	Intercultural communication	DS	DOP	2	2	0	0	0	64	E	4												
2	Rhetoric	DS	DOP	2	2	0	0	0	64	E	4												
3	Communication and leadership in crisis situations	DS	DOP									2	2	0	0	0	64	E	4				
3	Media globalization	DS	DOP									2	2	0	0	0	64	E	4				
4	TV production	DS	DOP									2	0	2	0	0	94	E	5				
4		DS	DOP									2	0	2	0	0	94	E	5				
Total				4	4	0	0	0	128	E	C	V	8	4	2	2	0	0	158	E	C	V	9
Total didactic hours per week				8								8											

No crt.	Courses with criterion: Optional	C ₁ **	C ₂ **	1 st Semester								2 nd Semester							
				C	S	L	P	Pr.	SI	V	Cr.	C	S	L	P	Pr.	SI	V	Cr.
1	Volunteering	DC	DFA	0	0	0	2	0	32	V	2								
2	Sociology of community development	DC	DFA	2	1	0	0	0	48	V	3								

3	Language - French	DC	DFA	1	1	0	0	0	32	V	2												
4	Language - Italian	DC	DFA	1	1	0	0	0	32	V	2												
5	Language - Spanish	DC	DFA	1	1	0	0	0	32	V	2												
6	Volunteering	DC	DFA									0	0	0	2	0	32	V	2				
7	Digital Branding	DC	DFA									2	1	0	0	0	48	V	3				
8	Language - French	DC	DFA									1	1	0	0	0	32	V	2				
9	Language - Italian	DC	DFA									1	1	0	0	0	32	V	2				
10	Language - Spanish	DC	DFA									1	1	0	0	0	32	V	2				
Total				5	4	0	2	0	176	E	C	V	11	5	4	0	2	0	176	E	C	V	11
Total didactic hours per week				11										11									

Legend :

C₁* = *content criterion* : DF – fundamental disciplines DD – COURSES in FIELD (where is case) DS – COURSES of specialty AD – COURSES ADDITIONAL

C₂** = *CRITERIA compulsoriness ii* : DOB- COURSES mandatory (imposed)
PDO -disciplines optional
DFA -optional subjects
SI = hours of study individual

3rd Year

No Crt	COURSES	C ₁ **	C ₂ **	1 st Semester								2 nd Semester											
				C	S	L	P	Pr.	SI	V	Cr.	C	S	L	P	Pr.	SI	V	Cr.				
1	Applications of semiotics in communication and public relations	DS	DOB	1	2	0	0	0	78	E	4												
2	communication with the press	DS	DOB	2	2	0	0	0	64	E	4												
3	Organizational communication and behavior	DS	DOB	2	1	0	0	0	78	E	4												
4	Sociology of Communication	DC	DOB	2	1	0	0	0	78	E	4												
5	Social data analysis	DS	DOB	1	0	2	0	0	78	E	4												
6	Negotiation techniques	DS	DOB									2	2	0	0	0	94	E	5				
7	Jobs and careers with the profession of public relations specialist	DS	DOB									2	1	0	0	0	78	E	4				
8	Personal branding	DS	DOB									2	1	0	0	0	78	E	4				
9	Graduation Thesis Writing	PEL DD	DOB									0	0	0	0	80	90	V	3				
10	Ai in education	DS	DOB									2	2	0	0	0	64	E	4				
Total				8	6	2	0	0	376	E	C	V	20	8	6	0	0	80	404	E	C	V	20
Total didactic hours per week				16										14									

No crt.	COURSES with criterion: Optional	C ₁ ^{**}	C ₂ ^{**}	1 st Semester								2 nd Semester											
				C	S	L	P	Pr.	SI	V	Cr.	C	S	L	P	Pr.	SI	V	Cr.				
1	Tourist Public Relations	DS	DOP	2	2	0	0	0	94	E	5												
1	Gender Studies	DS	DOP	2	2	0	0	0	94	E	5												
2	TV Image Editing	DS	DOP	2	0	2	0	0	94	E	5												
2	Social Reporting	DS	DOP	2	0	2	0	0	94	E	5												
3	Advertising Creation and Production	DS	DOP									2	2	0	0	0	94	E	5				
3	Social Media Management	DS	DOP									2	2	0	0	0	94	E	5				
3	Interpersonal and Group Communication	DS	DOP									2	2	0	0	0	94	E	5				
4	Online Communication and PR	DS	DOP									2	2	0	0	0	94	E	5				
4	Media Planning	DS	DOP									2	2	0	0	0	94	E	5				
4	Techniques for Image Analysis and Interpretation	DS	DOP									2	2	0	0	0	94	E	5				
Total				4	2	2	0	0	188	E	C	V	10	4	4	0	0	0	188	E	C	V	10
Total hours TEACHING on week				8								8											

No crt.	COURSES with criterion: Optional	C ₁ ^{**}	C ₂ ^{**}	1 st Semester								2 nd Semester											
				C	S	L	P	Pr.	SI	V	Cr.	C	S	L	P	Pr.	SI	V	Cr.				
1	Volunteering	DC	DFA	0	0	0	2	0	32	V	2												
2	legislation labor	DC	DFA	2	1	0	0	0	48	V	3												
3	language Romance- French	DC	DFA	1	1	0	0	0	32	V	2												
4	anguageRomance- Italian	DC	DFA	1	1	0	0	0	32	V	2												
5	language Romance- Spanish	DC	DFA	1	1	0	0	0	32	V	2												
6	Volunteering	DC	DFA									0	0	0	2	0	32	V	2				
7	Web design	DC	DFA									2	0	2	0	0	34	V	3				
8	language Romance- French	DC	DFA									1	1	0	0	0	32	V	2				
9	anguage Romance- Italian	DC	DFA									1	1	0	0	0	32	V	2				
10	anguageRomance- Spanish	DC	DFA									1	1	0	0	0	32	V	2				
Total				5	4	0	2	0	176	E	C	V	11	5	3	2	2	0	162	E	C	V	11
Total hours TEACHING on week				11								12											

Legend :

C₁^{*} = *content criterion* : DF – fundamental disciplines DD – COURSES in FIELD (where is case) DS –

COURSES of specialty AD – COURSES ADDITIONAL

C₂^{**} = *CRITERIA compulsoriness ii* :

DOB- COURSES mandatory (imposed)

PDO -disciplines optional

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SI = hours of study individual

