

Transilvania University of Braşov, Romania

Study program: Digital Media

Faculty: Sociology and Communication
Study program (Curriculum): Digital Media
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 year

1st Year

No.	Course title	Code	Semester I					Semester II					
			C	S	L	P	Cr	C	S	L	P	Cr	
1.	Fundamentals of Communication	FC01	2	2			5						
2.	Communication in Digital Media	CDM01	1	2			5						
3.	Introduction to Public Relations	IPR01	2	2			5						
4.	Ethics, academic integrity, and professional responsibility	ET01	1	2			4						
5.	Introduction to Advertising	IA01	2	1			5						
6.	Academic Writing	AW01	1		2		3						
7.	Visual Culture	VC02						2	2				5
8.	Psychology of digital media user	PDM02						2	2				5
9.	Critical Thinking	CT02						2	1				5
10.	Marketing	MK02						2	1				4
11.	Information literacy	ILO2						1	1				4
12.	Writing for Digital Media	WDM02						1	2				4
13.	French	LF01/ LF02	1	1			2	1	1				2
	German	LG01/ LG02											
	Spanish	LS01/ LS02											
14.	Physical Training	EFO1/ EFO2		1			1		1				1
	Total		10	11	2	0	30	11	11	0	0		30
	Total didactic hours per week		23					22					

2nd Year

No.	Course title	Code	Semester III					Semester IV					
			C	S	L	P	Cr	C	S	L	P	Cr	
1.	Digital Media Production I	DMP03	2		2			5					
2.	Mass-Media System	MMS03	2	2				5					
3.	Research Methods in Communication Science	RMC03	2	2				5					
4.	Media and Society	MS03	2	2				4					
5.	Social Media	SM04							2	2			5
5.	Communication on mobile devices	CMD04							2		1		4
6.	Grafic design	DG04							2		2		5
7.	Specialty Practice (field base)	Pr04										2	3
8.	(O1) Archiving systems for digital documents	ASD03	2	2				4					
	(O1) Analysis of digital worlds	MG03											
9.	(O2) Search engine optimization and marketing (SEO & SEM)	SE003	2		2			5					
	(O2) Information security in the online environment	ISO03											
10.	(O3) Public Relations Campaigns	PRC04							2	2			5
	(O3) Social communication	SC04											
11.	(O4) Musical illustration	MI03							2	2			4
	(O4) Digital Photography Heuristic	FD04											
	(O4) Animation and Visual Effects	AEV04											
	French	LF03/ LF04	1	1				2	1	1			2
German	LG03/ LG04												
Spanish	LS03/ LS04												
14.	Physical Training	EF03/ EF04		1				1		1			1
Total			13	10	4	0	30	10	8	3	2	32	
Total didactic hours per week			27					23					

3rd Year

No.	Course title	Code	Semester V					Semester VI				
			C	S	L	P	Cr	C	S	L	P	Cr
1.	Digital Media Production II	DMP05	2		2		5					
2.	Organizational communication and behaviour	CCO05	1	2			5					
3.	Fake News	FN05	2	1			5					
4.	Artificial Intelligence and Digital Media	AAI05	2	2			5					
5.	Web Design	WD06						2		2		4
6.	Digital Printing Systems	DPS06						1	1			4
7.	Digital Branding	BRD06						2	2			4
8.	Thesis Writing	PrL06										3
9.	(O1) Digital Storytelling	DS05	2	2			5					
	(O1) Humour on Digital Media	HDM05										
10.	(O2) Social Reportage(video)	SR05	2	2			5					
	(O2) Gender and Mass Media	GMM05										
11.	(O3) Virtual Reality	VR06						2	2			5
	(O3) Sound Production	SP06										
12.	(O4) Digital Anthropology	DA06						2	2			5
	(O4) Data visualization	DV06										
13.	(O5) Intellectual property protection	PPI06						2	2			5
	(O5) Online Public Relations	OPR06										
Total			11	9	2	0	30	11	9	2	0	30
Total didactic hours per week			22					22				