

# Transilvania University of Braşov, Romania

## Study program: DIGITAL MEDIA

<b>Faculty:</b>	<b>Sociology and Communication</b>
<b>Study period:</b>	<b>3 years (bachelor)</b>
<b>Academic year structure:</b>	<b>2 semesters (14 weeks per semester)</b>
<b>Examination sessions (two):</b>	<b>winter session (January/February)</b> <b>summer session (June/July)</b>

### Courses per years

#### 1<sup>st</sup> Year

Nr. crt.	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	CMD01	2		2		4					
3.	Marketing	MK01	2	1			4					
4.	Ethics, Integrity, and Professional 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	ISP02						2	1			4
9.	Psychology of digital media user	PMD02						2	1			4
10.	Information security in the online environment	SIM02						1		2		4
11.	Introduction to Public Relations	IRP02						2	2			4
12.	Information literacy	CI02						1	2			3
13.	Writing for Digital Media	TR02						1	1			3
14.	Creative techniques for designing PR products	MC02						2	1			4
15.	<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										
16.	Physical Training	EF01/EF02		1			2		1			2
Total			12	7	5	0	32	12	11	2	90	32
Total didactic hours per week			24					25				

## 2<sup>nd</sup> Year

Nr. crt.	Course title	Code	Semester III					Semester IV				
			C	S	L	P	Cr	C	S	L	P	Cr
1.	Social Media	SM03	2	1			4					
2.	Digital Media Production	PMD03	2		2		5					
3.	Research Methods in Communication Science	TCr03	2	2			4					
4.	Mass Media System	SMM03	2	1			5					
5	Legal aspects of media production published on the Internet	ALPMI03	1	2			3					
6.	Digital branding	BRD04						2	1			4
7.	Introduction to online quantitative research	TCO04						2		1		3
8.	TV Editing	ETV04						2		1		4
9.	Graphic design	DG04						1	2			4
10	Professional Practice	Pr04										3
11.	(O1) Archiving systems for digital documents	SAD03	2		2		3					
	(O1) Digital world analysis	ALD03										
12	(O2) Search engine optimization and marketing (SEO & SEM)	SE003	2		2		4					
	(O2) Applications of Artificial Intelligence in Digital Media	SIM03										
13	(O3) Public Relations Campaigns	CRP04						2	2			3
	(O3) Intercultural communication	CIC04										
14.	(O4) Musical illustration	IM04						2	1			3
	(O4) Animation and visual effects	AIV04										
15.	(O5) Media globalization	GM04						1	2			3
	(O5) Digital Photography	FDO4										
16.	<i>English</i>	LE03/ LE04	1	1			3	1	1			3
	<i>French</i>	LF03/ LF04										
	<i>German</i>	LG03/LG04										
	<i>Spanish</i>	LS03/LS04										
17.	Physical Training	EF03/EF04		1			2		1			2
Total			14	7	6	0	32	13	10	2	0	32
Total didactic hours per week			27					25				

## 3<sup>rd</sup> Year

Nr. crt.	Course title	Code	Semester V					Semester VI				
			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			4					
3.	Fake news	FN05	2	1			4					
4.	Qualitative techniques of online research	ThCO05	2	1			4					

5.	TV Production	PTV05	1		2		4					
6.	Media Planning	PM06						2	2			5
7.	Web Design	WD06						2		2		4
8.	Digital printing systems	SDT06						1	1			4
9.	Project Management	MPO6						2	1			4
10.	Practice + Diploma Paper Project (80 hours)	PrL06										3
11.	(01) Crisis Communication	CSC05	1	2			4					
	(01) Online Press Communication	CP005										
12.	(02) Social Reportage	RS06	2		2		5					
	(02) Gender and massmedia	SG06										
13.	(03) Virtual Reality	RV05						2	2			5
	(03) Sound processing	PS05										
14.	(04) Digital repository management	MDD06						1	2			5
	(04) Digital Anthropology	AD06										
Total			12	5	6	0	30	10	8	2	0	30
Total didactic hours per week			23					20				