

Transilvania University of Braşov, Romania
Study program: Brand Campaign Management

Faculty: Sociology and Communication
Study period: 2 years (master)
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.	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	Image analysis	DS	DOB	2	2	0	0	184	0	E	8								
2	Image evaluation	DF	DOB	2	2	0	0	184	0	E	8								
3	Creation of content for multimedia	AD	DOB	2	1	0	0	168	0	E	7								
4	Construction symbolic of identity	DS	DOB	2	2	0	0	154	0	E	7								
5	Promotional techniques	DF	DOB									2	1	0	0	138	0	E	6
6	Psychosociology of advertising/consumer	DF	DOB									2	0	0	2	154	0	E	7
7	Brand management	DF	DOB									2	2	0	0	184	0	E	8
8	Ethics and integrity	AD	DOB									0	0	0	1	76	0	E	3
9	The public sphere and the political image	AD	DOB									2	1	0	0	138	0	E	6
Total				8	7	0	0	690	0	E	30	8	4	0	3	690	0	E	30
Total didactic hours per week				15								15							

Legend :

C₁^{*} = CRITERIA content : DF - COURSES fundamentally DS - COURSES of specialty AD - COURSES ADDITIONAL
C₂^{**} = CRITERIA compulsoriness I : DOB - COURSES mandatory (imposed) PDO-disciplines optional DFA-disciplines optional

SI = hours of study individual

RECTOR,
PROF. DR. IOAN VASILE ABRUDAN

DEAN,
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STUDY PROGRAM COORDINATOR,
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YEAR II

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	Voting behavior	DS	DOB	2	2	0	0	64	0	E	4												
2	Image Crisis Management	DF	DOB	2	1	0	0	78	0	E	4												
3	Media Planning and Evaluation	DC	DOB	2	1	0	0	78	0	E	4												
4	Corporate Branding and Corporate Identity	DS	DOB	2	1	0	0	168	0	E	4												
5	Practice of specialty 03	DF	DOB	0	0	0	2	272	28	V	10												
6	The technique of public discourse	DF	DOB									2	2	0	0	94	0	E	5				
7	Mass Media Laboratory	DF	DOB									0	0	2	0	62	0	E	3				
8	Electoral Campaigns	DC	DOB									2	2	0	0	94	0	E	5				
9	Research Project	DC	DOB									0	0	0	4	64	0	E	4				
10	Elaboration of Dissertation Thesis	DS	DOB									0	0	0	0	300	60	V	10				
Total				8	5	0	2	660	28	E	C	V	26	4	4	2	4	614	60	E	C	V	27
Total didactic hours per week				15								14											

No Crt	COURSES with criterion: Optional	C ₁ **	C ₂ **	semester and								semester yl											
				C	S	L	P	Pr.	SI	V	Cr.	C	S	L	P	Pr.	SI	V	Cr.				
1	Theatrology and image	DS	PDO	1	1	0	0	92	0	E	4												
1	Integrated branding	DS	PDO	1	1	0	0	92	0	E	4												
2	Personal development and social representations	DS	PDO									1	1	0	0	62	0	E	3				
2	Legislation and author rights in advertisement	DS	PDO									1	1	0	0	62	0	E	3				
Total				1	1	0	0	92	0	E	C	V	4	1	1	0	0	62	0	E	C	V	3
Total didactic hours per week				2								2											

Legend :

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C₂** = CRITERIA
compulsoriness I

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PDO-disciplines optional

AD - COURSES ADDITIONAL

DFA-disciplines optional

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