

Transilvania University of Braşov

COURSE OUTLINE of the promotion 2026–2028

Master's degree program	BRAND STRATEGIES AND DIGITAL COMMUNICATION (IN ENGLISH)
The fundamental field	Social Sciences
Master's degree study field	Communication Sciences
Faculty	Sociology and Communication
Duration of studies:	2 years
Education form:	Full time (IF)

1. TRAINING OBJECTIVES

The general objective of the professional master's degree program in Brand Strategies and Digital Communication (in English) is to train graduates capable of networking and communication at the micro- and macro-social level, of creating and implementing digital communication and branding projects in the contemporary socio-economic environment.

Through what the graduate must know, understand and be able to do, the Brand Strategies and Digital Communication study program (in English) pursues the following specific objectives:

- forming a solid professional culture, developing the capacity for autonomous problem-solving;
- training specialists in the field of Communication Sciences with skills in carrying out communication campaigns and integrated branding, but also with skills in communication techniques through specific/digital communication media;
- Specialists trained through this master's program will be able to understand, control and optimize the process of designing and implementing an integrated communication campaign and branding for any beneficiary in the public sector, companies and non-profit organizations;
- Specialists trained through this master's program will have skills in using various digital communication platforms and will master specific specialized terms, as well as the main theories in the field of communication.

2. COMPETENCES AND LEARNING OUTCOMES

The competence profile developed in accordance with the National Qualifications Framework, as well as the learning outcomes associated with these competences, is summarised below. The detailed presentation of the competences and learning outcomes can be found in the subject sheets in the curriculum.

BASIC PROFESSIONAL COMPETENCES (CP)

CP1 Identifying and using language, methodologies and specialized knowledge in the field of communication sciences

Learning outcomes

1.1 Knowledge

R.I.1.1. The student/graduate identifies the main areas of research in communication sciences – communicators, institutional structures, organizations, content, channel, public/audiences, effects.

R.I.1.2. The student/graduate reproduces the theoretical methodology used in scientific research, consisting of conducting background research, building a hypothesis and testing it or formulating research questions, analyzing data, presenting results and formulating conclusions in relation to the level of existing knowledge.

R.I.1.3. The student/graduate differentiates between the main methodological approaches in the field of communication sciences – quantitative methods, qualitative methods, rhetorical, discursive and mixed approaches.

1.2 Skills

- R.I.1.1. The student/graduate writes a research plan on a topic in the field of communication sciences.
- R.I.1.2. The student/graduate applies data collection methods, respecting research ethics norms and legal provisions in force.
- R.I.1.3. The student/graduate applies research methods appropriate to the research theme and subject.
- R.I.1.4. The student/graduate interprets the research results in writing and through graphs, diagrams, and tables.

of generalizability of the conclusions and proposing strategies for further deepening/verifying them.

1.3 Responsibility and autonomy

- R.I.1.1. The student/graduate develops research and intervention projects in the field of communication sciences.
clear, transparent, and simple manner.

CP2. Strategic planning of communication activities through digital media

2.1 Knowledge

- R.I.2.1. The student/graduate identifies the main theories, models and elements of direct and technologically mediated communication, in the context of mass communication and computer-mediated communication.
- R.I.2.2. The student/graduate identifies concepts related to the public and media audience, measurement methods, as well as audience indicators specific to the technological channel of media communication.
- R.I.2.3. The student/graduate identifies the ownership structures, control mechanisms, production and distribution models specific to media systems.
- R.I.2.4. The student/graduate identifies the elements that play a role in the process of public opinion formation, through which perceptions and opinions on an issue under public discussion are formed and strengthened, such as the framing of information, public trends and interests, psychological processes, and conformity.

2.2. Skills

- R.I.2.1. The student/graduate selects models that explain a communication situation in the context of a professional problem.
- R.I.2.2. The student/graduate analyzes the characteristics, needs and expectations of the target audience using appropriate models, grids, tests, procedures and software applications in the context of professional public communication.
- R.I.2.3. The student/graduate adapts messages to various situations and categories or audience segments in the context of professional communication.

2.3 Responsibility and autonomy

- R.I.2.1. The student/graduate evaluates the characteristics of the representation in the media and digital platforms of a topic, a person, a group or a social category.
- R.I.2.2. The student/graduate uses communication models, media theories and audience indicators to design, adapt or evaluate media plans.
- R.I.2.3. The student/graduate critically analyzes the plurality of interpretations given and opinions formulated in the context of media representation of current topics and events.

PROGRAM-SPECIFIC PROFESSIONAL COMPETENCIES

CP3. Creating and managing content for digital media

3.1 Knowledge

R.I.3.1. The student/graduate distinguishes between different types of content and modes of expression (text, photography, audio, video) and types of media channels: print media, television, radio, cinema, online media, digital platforms, mobile applications.

R.I.3.2. The student/graduate identifies writing or content structuring techniques (narrative, descriptive, expository, argumentative, or persuasive) and principles of rhetoric or message composition aimed at improving the ability of writers and speakers to inform, persuade, or motivate the audience.

R.I.3.3. The student/graduate distinguishes the characteristics and operation of software programs for office tasks, such as word processing, spreadsheets, presentations, e-mail and databases, content management systems, programs designed to edit, structure content intended for publication or dissemination.

3.2 Skills

R.I.3.1. The student/graduate applies production practices suitable for different types of content and modes of expression (text, photography, audio, video) and types of media channels: print media, television, radio, cinema, online media, digital platforms, mobile applications.

R.I.3.2. The student/graduate applies spelling and grammar rules that regulate the formulation of statements or expressions and the spelling of words, ensuring coherence and clarity in texts written or edited in professional contexts.

R.I.3.3. The student/graduate uses software applications for composing, editing, formatting any type of written material or composing and editing audiovisual materials.

3.3 Responsibility and autonomy

R.I.3.1. The student/graduate produces a content or media product for dissemination/publication on one or more channels or platforms, using media (text, photography, audio, video) separately or in conjunction in the context of carrying out a professional project.

R.I.3.2. The student/graduate writes and edits original texts of a creative, journalistic, promotional, advertising, institutional promotion, functional, technical or academic nature.

CP4. Managing interaction with the public in the online environment

4.1 Knowledge

R.I.4.1. The student/graduate identifies the principles of public relations and reputation management and the factors influencing the perceptions of stakeholders or public categories in relation to an organization, its brand or in relation to a person.

R.I.4.2. The student/graduate differentiates between communication strategies and designs specific to different organizational or situational communication contexts (communication in risk situations, in crisis situations, for the production of social change, for the development of public policies, internal policies, etc.).

4.2 Skills

R.I.4.1. The student/graduate evaluates public perception, participates in professional networks, and initiates conversations in relation to a person.

4.3 Responsibility and autonomy

R.I.4.1. The student/graduate applies principles and methodologies specific to the field to conduct public opinion research in relation to a subject, a public figure, an organization, a brand.

R.I.4.2. The student/graduate writes press releases and produces other public relations materials, namely

messages adapted to the specifics of various media channels and digital platforms to be used in the context of communication of a public figure, organization or brand.

TRANSVERSAL COMPETENCES AND LEARNING OUTCOMES

CT5. Communication and cooperation in professional contexts

5.1 Knowledge

R.I.5.1. The student/graduate knows the fundamental principles, techniques and concepts of communication and collaboration in professional and digital contexts.

R.I.5.2. The student/graduate identifies and understands the characteristics, functionalities and potential of digital tools used for cooperation, information management and networking.

5.2 Skills

R.I.5.1. The student/graduate uses online tools to communicate and share resources in digital environments.

R.I.5.2. The student/graduate manages systems for storing, selecting, organizing, retrieving, distributing and safeguarding information and data in professional contexts.

R.I.5.3. The student/graduate uses digital tools to organize, collect, store, extract, archive and process data, information and digital content.

5.3 Responsibility and autonomy

R.I.5.1. The student/graduate collaborates with other people in teams to solve specific professional problems.

R.I.5.2. The student/graduate plans/assumes and meets tight deadlines to complete professional tasks or projects.

The student/graduate demonstrates intercultural sensitivity by participating in different communities and networks.

3. WEEKLY STRUCTURE OF THE UNIVERSITY YEAR

Number of semesters: 4 semesters.

Number of credits per semester: 30 credits

Number of hours of teaching activities /week: 12.75

Number of weeks: 14

	Teaching activities		Exam sessions			vacations		
	Semester I	Semester II	Winter	Summer	restore	Winter	Spring	Summer
Year 1	14	14	4	4	2	3	1	10
Year 2	14	12 + 2 (dissertation preparation)	4	2	1	3	1	-

4. ENSURING FLEXIBILITY OF TRAINING. CONDITIONS

The flexibility of the study program is ensured through optional and facultative subjects. Optional subjects are proposed for semester 4, through the package of specialized subjects.

Optional subjects can be attended according to the Specific Instruction on the initiation and conduct of optional subjects and the Regulation on the professional activity of students, Art. 5

5. CONDITIONS FOR ENROLLMENT IN THE NEXT STUDY YEAR. CONDITIONS FOR PROMOTING A YEAR OF STUDY

Enrolment in the following year is conditional on meeting the promotion conditions contained in the Regulation on the professional activity of students.

6. CONDITIONS FOR ATTENDANCE OF ELECTIVE SUBJECTS

Optional subjects can be attended according to the Specific Instruction on the initiation and conduct of optional subjects and the Regulation on the professional activity of students, Art. 5.

7. REQUIREMENTS FOR OBTAINING A MASTER'S DEGREE

The conditions for taking the dissertation exam are presented in the Methodology for completing studies, approved by the University Senate. According to this methodology, taking the dissertation exam is conditional on passing all the subjects provided in the curriculum.

THE DISSERTATION EXAM

1. Dissertation preparation period: semesters 3 – 4;
2. Dissertation completion period: last 3 weeks of the final year;
3. Period for taking the dissertation exam: June-July session and February session;
4. Number of credits for defending the dissertation: 10 credits.

FACULTY OF SOCIOLOGY AND COMMUNICATION

Master's degree program: Brand Strategies and Digital Communication (in English)

Fundamental field: Social Sciences

Master's field: Communication Sciences

Duration of studies: 2 years

Form of education: Full-time

YEAR I

Nr. crt.	Compulsory subjects	Course code	C ₁ **	C ₂ **	Semester I							Semester II						
					C	S	L	P	SI	V.	Cr.	C	S	L	P	SI	V.	Cr.
1.	Marketing and Branding	MkBR01	DAP	DI	2	1			13 3	E	7							
2.	Social media strategies for business	SMB01	DAP	DI	1	2			13 3	E	7							
3.	Institutional image analysis and user interaction evaluation	AIIO1	DAP	DI	2	2			13 3	E	7							
4.	Advanced systems for processing and communicating scientific information	AdlCoSR 01	DCA	DI	1	2			10 8	V	6							
5.	Ethics and academic integrity	EAI01	DAP	DI				1	61	V	3							
6.	Communication in the online environment	OComm0 2	DCA	DI								1	2			13 3	E	7
7.	Consumer behavior	CB02	DS	DI								2	1			10 8	E	6
8.	Storytelling in business	BS02	DAP	DO								2	1			10 8	V	6
9.	Communication and leadership	CommL0 2	DS	DI								1	2			13 3	E	7
10.	Specialty Practice I [total hours: 40]	PS02	DAP	DI											4 0	40	V	4
		Total hours of compulsory subjects			6	7		1		3E + 2V	30	6	6				3E + 2V	30
					14						30	12						30

Legend:

C1* = content criterion:

C2** = mandatory criterion:

SI = individual study hours

DAP – in-depth disciplines

DI – mandatory (imposed) subjects

DS – synthesis disciplines

DO – optional subjects

DC underscoring – advanced knowledge disciplines

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ASSOC. PROFESSOR DR. VICTOR ALEXANDRU BRICIU

YEAR II

Nr. crt.	Compulsory subjects	Course code	C ₁ **	C ₂ **	Semester III							Semester IV						
					C	S	L	P	SI	V.	Cr.	C	S	L	P	SI	V.	Cr.
1.	Strategic brand management	SBM03	DCA	DI	1	2			158	E	8							
2.	Corporate public relations	CCom03	DCA	DI	2	2			144	E	8							
3.	Conflict management in organizations	CMOrg03	DS	DI	2	2			144	E	8							
4.	Community building and place branding	CBPBO3	DAP	DI	2	1			108	V	6							
5.	Digital marketing tools	DMk04	DCA	DI								2	2			94	E 6	
6.	Public discourse in the digital world	PSDW04	DAP	DI								1	2			83	E 5	
7.	Specialty Practice II [total hours: 40]	PS04	DAP	DI										40	40	V	4	
8	Elaboration of the dissertation [total hours: 40]	ElabD04										2 weeks. x 20h = 40				40	V	10
				Total hours of compulsory subjects	7	7				3E + 1V	30	3	4				2E + 2C 25	
					14						30	7					25	

No. crt.	Optional subjects	C1**	C2**	Code COURSE	Semester III						Semester IV						
					C	S	L	P	SI	V.	Cr.	C	S	L	P	SI	V.
9.	Employer brand	DAP	DO	EB04													
	Career development and marketing	DAP	DO	CMk04								2	1			83	E 5
												2	1				1E
												3					5
					14					3E + 1C	30	10				3E + 2C	30

Legend:

C1* = content criterion:

DAP– in-depth disciplines**DS**– synthesis disciplines**DC underscored**– advanced knowledge disciplines

C2** = mandatory criterion:

DI– mandatory (imposed) subjects**DO**–optional subjects

SI = individual study hours

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Ministry of Education

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GENERAL BALANCE SHEET I

No. of documents.	COURSES	No. of hours		Total		No. of credits	
		Year 1	Year 2	hours	%	Year 1	Year 2
1	Compulsory subjects	404	360	764	95.5	60	55
2	Optional subjects	0	36	36	4.5	0	5
TOTAL		404	396	800	100	60	60

GENERAL BALANCE SHEET II

No. crt.	COURSES	No. of hours		Total		No. of credits	
		Year and	Year yl	hou rs	%	Year and	Year 2
1	Fully / partially assisted disciplines	364	316	680	85	56	46
2	Specialty practice	40	40	80	10	4	4
3	Dissertation writing practice	-	40	40	5	-	10
TOTAL		404	396	800	100	60	60

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