

COURSE OUTLINE
of the class 2026-2028

Transilvania University of Braşov

<i>Master's degree study programme</i>	<u>BRAND STRATEGIES AND DIGITAL COMMUNICATION (IN ENGLISH)</u>
<i>Fundamental field</i>	<u>SOCIAL SCIENCES</u>
<i>Master's degree study field</i>	<u>COMMUNICATION SCIENCES</u>
<i>Faculty</i>	<u>SOCIOLOGY AND COMMUNICATION</u>
<i>Duration of studies</i>	<u>2 years</u>
<i>Form of education:</i>	<u>Full-time (IF)</u>
<i>Type of master's study programme:</i>	<u>professional</u>

1. DESCRIPTION OF THE STUDY PROGRAMME

Undergraduate fields of study that underpin the master's programme: Communication and Public Relations, Digital Media, Digital Media (in English). **The aim of the professional master's degree programme** is to provide in-depth theoretical and practical training, resulting in the formation of professional, instrumental-applicative skills that are useful both from the perspective of labour market insertion and for the development of scientific research capacities in the field of communication sciences, public relations and digital media systems.

Target occupations: the professional master's degree programme is related to the principles developed and promoted by the Association of Trainers in Journalism and Communication, by training communicators at the highest level, respecting equal opportunities and the ethics of educational opportunities, targeting multiple occupations, correlated with the Nomenclature of Classification of Occupations in Romania - COR (<http://www.ecoduri.com/codes-cor.php>): Brand manager (243207), Marketing office manager (122102), Marketing manager (122107), Marketing specialist (243103), Marketing events delegate producer (263121), Image director (265420), Business information manager (121308), Career guidance counsellor (242306), Lobby specialist (243220).

Language of instruction: English.

2. EDUCATIONAL OBJECTIVES AND COMPETENCES

The general objective of the professional master's degree programme Brand Strategies and Digital Communication (in English) is to train graduates who can relate and communicate at the micro- and macro-social level, to carry out and implement digital communication and branding projects in the contemporary socio-economic environment.

Through what the graduate should know, understand and be able to do, the Branding Strategies and Digital Communication (in English) study programme aims to achieve the following specific objectives:

- to form a solid professional culture, to develop the capacity for autonomous questioning;
- training specialists in the field of Communication Sciences with skills in the implementation of integrated communication and branding campaigns, but also with skills in communication techniques through specific/digital communication media;
- specialists trained through this master programme will be able to understand, control and optimise the process of designing and implementing an integrated communication and branding campaign for any beneficiary in the public sector, companies and non-profit organisations;
- specialists formed through this master programme will have skills in the use of various digital communication platforms and will master specific specialist terms as well as the main communication theories.

Professional Competencies and Learning Outcomes

CP.1 Identifying and Using the Language, Methodologies, and Specialized Knowledge in the Field of Communication Sciences Knowledge

C.1.1. The Student/Graduate identifies the main research areas in communication sciences—communicators, institutional structures, organizations, content, channels, public/audiences, effects.

C.1.2. The Student/Graduate reproduces the theoretical methodology used in scientific research, consisting of conducting background research, constructing a hypothesis and testing it or formulating research questions, analyzing data, presenting results, and formulating conclusions in relation to the existing level of knowledge.

C.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.

Skills

A.1.1. The Student/Graduate drafts a research plan on a topic in the field of communication sciences.

A.1.2. The Student/Graduate applies data collection methods, respecting research ethics norms and the legal provisions in force.

A.1.3. The Student/Graduate applies research methods appropriate to the theme and subject of the research.

A.1.4. The Student/Graduate interprets research results in writing and through charts, diagrams, tables.

A.1.5. The Student/Graduate discusses the limitations of research, critically evaluating the degree of generalization of the conclusions and proposing strategies for further deepening/verifying them.

Responsibility and Autonomy

R.1.1. The Student/Graduate develops research and intervention projects in the field of communication sciences.

R.1.2. The Student/Graduate reports results, statistics, and conclusions in front of an audience in a clear, transparent, and simple manner.

CP.2 Strategic Planning of Communication Activities through Digital Media Knowledge

C.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.

C.2.2. The Student/Graduate identifies concepts related to the public and media audiences, measurement methods, and audience indicators specific to technologically mediated communication channels.

C.2.3. The Student/Graduate identifies ownership structures, control mechanisms, production and distribution models specific to media systems.

C.2.4. The Student/Graduate identifies the elements that play a role in the process of forming public opinion, through which perceptions and opinions regarding an issue under public debate are shaped and reinforced, such as information framing, audience tendencies and interests, psychological processes, and conformity.

Skills

A.2.1. The Student/Graduate selects models that explain a communication situation in the context of a professional problem.

A.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.

A.2.3. The Student/Graduate adapts messages to various situations and categories or segments of the public in the context of professional communication.

Responsibility and Autonomy

R.2.1. The Student/Graduate evaluates the characteristics of media and digital platform representations of a topic, a person, a group, or a social category.

R.2.2. The Student/Graduate uses communication models, media theories, and audience indicators to design, adapt, or evaluate media plans.

R.2.3. The Student/Graduate critically analyzes the plurality of interpretations and opinions formulated in the context of media representation of current subjects and events.

CP.3 Creating and Managing Content for Digital Media Knowledge

C.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 press, television, radio, cinema, online press, digital platforms, mobile applications.

C.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.

C.3.3. The Student/Graduate distinguishes the characteristics and functioning of software programs for office tasks, such as word processing, spreadsheets, presentations, email and databases, content management systems, software for editing or structuring content intended for publication or broadcasting.

Skills

A.3.1. The Student/Graduate applies production practices suited for different types of content and modes of expression (text, photography, audio, video) and types of media channels: print press, television, radio, cinema, online press, digital platforms, mobile applications.

A.3.2. The Student/Graduate applies spelling and grammar rules regulating the formulation of statements or expressions and the spelling of words, ensuring coherence and clarity in texts written or edited in professional contexts.

A.3.3. The Student/Graduate uses software applications for composing, editing, formatting any type of written material or for composing and editing audiovisual materials.

Responsibility and Autonomy

R.3.1. The Student/Graduate produces media content or media products for distribution/publication on one or more channels or platforms, using media (text, photography, audio, video) separately or together in the context of completing a professional project.

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

CP.4 Managing Interaction with the Public in the Online Environment

Knowledge

C.4.1. The Student/Graduate identifies the principles of public relations and reputation management and the factors that influence the perceptions of stakeholders or public categories in relation to an organization, its brand, or a person.

C.4.2. The Student/Graduate differentiates between communication strategies and designs specific to various organizational or situational communication contexts (risk communication, crisis communication, social change communication, public policy or internal policy development, etc.).

Skills

A.4.1. The Student/Graduate evaluates public perception, participates in professional networks, and initiates conversations related to a person.

Responsibility and Autonomy

R.4.1. The Student/Graduate applies specific principles and methodologies to conduct public opinion research regarding a subject, a public figure, an organization, or a brand.

R.4.2. The Student/Graduate writes press releases and produces other public relations materials, as well as messages adapted to the specifics of various media channels and digital platforms for use in the communication of a public person, organization, or brand.

Transversal Competencies and Learning Outcomes

CT.5 Communication and Cooperation in Professional Contexts

Skills

A.5.1. The Student/Graduate uses online tools to communicate and share resources in digital environments.

A.5.2. The Student/Graduate manages systems for storing, selecting, organizing, retrieving, distributing, and safeguarding information and data in professional contexts.

A.5.3. The Student/Graduate uses digital tools for organizing, collecting, storing, extracting, archiving, and processing data, information, and digital content.

Responsibility and Autonomy

R.5.1. The Student/Graduate collaborates with others within teams to solve specific professional problems.

R.5.2. The Student/Graduate plans/assumes and meets tight deadlines for completing professional tasks or projects.

R.5.3. The Student/Graduate demonstrates intercultural sensitivity by participating in diverse communities and networks.

3. STRUCTURE PER WEEKS OF THE ACADEMIC 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			Holidays		
	Sem. I	Sem. II	Winter	Summer	Retakes	Winter	Spring	Summer
Year I	14	14	3	4	2	3	1	10
Year II	14	12 + 2 (Dissertation Research & Writing)	3	4	1	3	1	-

4. PROVISION OF EDUCATION FLEXIBILITY. CONDITIONINGS

The flexibilization of the study programme is ensured by optional disciplines and facultative disciplines.

The optional disciplines are proposed for the semesters 4, through the package of specialized disciplines.

The facultative disciplines can be attended according to the Specific Instruction on the initiation and monitoring of facultative disciplines and the *Regulation on students' professional activity*, Art. 5.

5. CONDITIONS OF ENROLLMENT IN THE FOLLOWING STUDY YEAR. CONDITIONS FOR PASSING A STUDY YEAR

The enrollment in the following year is conditional on meeting the conditions for passing contained in the *Regulation on students' professional activity*.

6. REQUIREMENTS FOR OBTAINING THE MASTER'S DEGREE DIPLOMA

The conditions for taking the dissertation exam are presented in the *Methodology for the academic study's final examination*, approved by the Senate of the University. According to this methodology, in order to enter the dissertation exam, all disciplines outlined must have been passed.

DISSERTATION EXAM

- 1 Period of drafting the dissertation: semesters 3 - 4;
- 2 Period of completing the dissertation: the last 3 weeks of the terminal year;
3. Period of defending the dissertation exam: June-July session and February session;
4. Number of credits for defending the dissertation: 10 credits.

7. PREPARATION FOR FILLING BY COMPETITION A TEACHING POSITION

In order to fill by competition a vacancy in education (secondary, high school or higher, in the field of the undergraduate studies), the graduate has to hold the Certificate of Graduation of the Teacher Training Department (DPPD). The psycho-pedagogical training for obtaining the DPPD Certificate of Graduation implies completing two course modules:

Module I (30 credits) - which is conducted additionally, in parallel with the undergraduate studies or in postgraduate regime, upon completion of which the Certificate of Graduation (module I) is obtained.

Module II (30 credits) - which is conducted after the bachelor's degree, either in parallel with the graduate studies, or in postgraduate regime. It is completed with the Certificate of Graduation (advanced level).

The study programme for psycho-pedagogical training (which allows the practice of the teaching profession) is coordinated by the Teacher Training Department within the University.

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Form of education: full-time
Type of master's degree programme: professional

YEAR I

No	Compulsory disciplines	Code of Discipline	Semester I						Semester II					
			C	S	L	P	Ve r.	Cred.	C	S	L	P	Ve r.	Cred.
1.	Marketing and Branding	MkBR01	2	1			E	7						
2.	Social Media Strategies for Businesses	SMB01	1	2			E	7						
3.	Institutional Image Analysis and Users Interaction Assessment	AIIO1	2	2			E	7						
4.	Advanced Systems for Processing and Communicating Scientific Information	AdICoSRO1	1	2			V	6						
5.	Ethics and Academic Integrity	EAI01				1	V	3						
6.	Online Communication	OComm02							1	2			E	7
7.	Consumer Behaviour	CB02							2	1			E	6
8.	Business Storytelling	BS02							2	1			V	6
9.	Communication and leadership	CommL02							1	2			E	7
10.	Practice I [total hours: 40]	PS02										4 0	V	4
Total hours compulsory disciplines			6	7		1	3E + 2V	30	6	6			3E + 2V	30
			14					30	12					30

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YEAR II

No	Compulsory disciplines	Code of Discipline	Semester III						Semester IV					
			C	S	L	P	Ve r.	Cred	C	S	L	P	Ve r.	Cred
1.	Strategic Brand Management	SBM03	1	2			E	8						
2.	Corporate Public Relations	CComm03	2	2			E	8						
3.	Conflict management in organizations	CMOrg03	2	2			E	8						
4.	Community Building and Place Branding	CBPB03	2	1			V	6						
5.	Digital Marketing	DMk04							2	2			E	6
6.	Public Speaking in the Digital World	PSDW04							1	2			E	5
7.	Practice II [total hours: 40]	PS04										40	V	4
8.	Dissertation Research & Writing [total hours: 40]	ElabD04							2 weeks x 20h = 40				V	10
Total hours compulsory disciplines			7	7			3E + 1V	30	3	4			2E + 2V	25
			14					30	7					25

No	Optional disciplines (Optional package 1)	Code of Discipline	Semester III						Semester IV					
			C	S	L	P	Ve r.	Cred	C	S	L	P	Ve r.	Cred
9.	Employer Branding	EB04							2	1			E	5
	Career Marketing	CMk04												
Total hours optional disciplines per week									2	1			1E	
Total			14				3E + 1V	30	10				3E + 2V	30

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GENERAL BALANCE SHEET I

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

GENERAL BALANCE SHEET II

No	Discipline	No. of hours		Total		No. of credits	
		Year I	Year II	hours	%	Year I	Year II
1	Fully / partially assisted disciplines	364	316	680	85	56	46
2	Specialized practice	40	40	80	10	4	4
3	Practice for drafting the dissertation	-	40	40	5	-	10
TOTAL		404	396	800	100	60	60

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