

TRANSILVANIA UNIVERSITY OF BRAȘOV  
Faculty of Sociology and Communication  
Department of Social Sciences and Communication

# **ELECTIVE COURSE SYLLABI**

Undergraduate (BA) study programme  
**Digital Media (in English)**

Class of **2025-2028**

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23. Romance Languages - Spanish - Lecturer Raluca ALEXE, Ph.D.

# YEAR 2 - Semester I

## COURSE OUTLINE

### 1. Data about the study programme

1.1 Higher education institution	Transilvania University of Brasov
1.2 Faculty	Sociology and Communication
1.3 Department	Social Sciences and Communication
1.4 Field of study <sup>1)</sup>	Communication Sciences, BA
1.5 Study level <sup>2)</sup>	BA
1.6 Study programme/ Qualification	Digital Media (English)

### 2. Data about the course

2.1 Name of course		Volunteering						
2.2 Course convenor		-						
2.3 Seminar/ laboratory/ project convenor		Assoc. Prof. Marinela Şimon, PhD						
2.4 Study year	II	2.5 Semester	I	2.6 Evaluation type	V	2.7 Course status	Content <sup>3)</sup>	CC
							Attendance type <sup>4)</sup>	EIC

### 3. Total estimated time (hours of teaching activities per semester)

3.1 Number of hours per week	2	out of which: 3.2 lecture	0	3.3 seminar/ laboratory/ project	0
3.4 Total number of hours in the curriculum	28	out of which: 3.5 lecture	0	3.6 seminar/ laboratory/ project	0
Time allocation					hours
Study of textbooks, course support, bibliography and notes					14
Additional documentation in libraries, specialized electronic platforms, and field research					8
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays					8
Tutorial					0
Examinations					2
Other activities.....					0
3.7 Total number of hours of student activity		32			
3.8 Total number per semester		60			
3.9 Number of credits <sup>5)</sup>		2			

### 4. Prerequisites (if applicable)

4.1 curriculum-related	Not applicable.
4.2 competences-related	Willingness to engage in volunteering activities in fields related to digital media (culture, education, social, environment).

### 5. Conditions (if applicable)

5.1 for course development	Not applicable (the course has no lecture hours).
5.2 for seminar/ laboratory/ project development	Spaces provided by host organisations (NGOs, public institutions, cultural institutions, student associations, newsrooms, agencies). Recognition of volunteering activities is based on a certificate from the host organisation, a framework contract signed by the coordinator and an activity report drafted by the student.

## 6. Specific competences and learning outcomes

Professional competences	<p>CP.3 Creation and management of content for digital media</p> <p>Knowledge:</p> <ul style="list-style-type: none"> <li>- LO 3.1.1. The student distinguishes between different types of content and modes of expression (text, photography, audio, video).</li> <li>- LO 3.1.2. The student identifies techniques for drafting/structuring content and principles of rhetoric.</li> </ul> <p>Skills:</p> <ul style="list-style-type: none"> <li>- LO 3.2.1. The student applies production practices appropriate to different types of content and media channels.</li> </ul> <p>Responsibility and autonomy:</p> <ul style="list-style-type: none"> <li>- LO 3.3.1. The student produces a content or media product for broadcasting on one or more channels.</li> </ul>
Transversal competences	<p>CT.5 Communication and cooperation in professional contexts</p> <p>Skills:</p> <ul style="list-style-type: none"> <li>- LO 5.1.1. The student uses online tools to communicate and share resources in digital environments.</li> <li>- LO 5.1.2. The student manages systems for storing, selecting, organising, retrieving and distributing information in professional contexts.</li> </ul> <p>Responsibility and autonomy:</p> <ul style="list-style-type: none"> <li>- LO 5.2.1. The student collaborates with others in teams to solve specific professional problems.</li> <li>- LO 5.2.2. The student plans/assumes and meets tight deadlines for professional tasks or projects.</li> <li>- LO 5.2.3. The student demonstrates intercultural sensitivity by participating in different communities and networks.</li> </ul>

## 7. Course objectives (resulting from the specific competences to be acquired)

7.1 General course objective	Academic recognition and valorisation of volunteering activities carried out by students in fields related to digital media, communication, culture or social work, with a view to developing transversal competences, civic spirit and integration into the professional community.
7.2 Specific objectives	<ul style="list-style-type: none"> <li>- Developing teamwork and professional-communication competences.</li> <li>- Applying academic knowledge in real contexts (NGOs, events, communication campaigns, media production).</li> <li>- Developing civic spirit and sensitivity to social issues.</li> <li>- Building a professional portfolio of relevant experiences.</li> <li>- Fostering autonomy and responsibility.</li> </ul>

## 8. Content

8.1 Course	Teaching methods	Number of hours	Remarks
The course has no lecture hours.	-	0	
Bibliography: Not applicable.			
8.2 Seminar/ laboratory/ project	Teaching-learning methods	Number of hours	Remarks
Identifying a host organisation relevant to the field (NGO, cultural	Individual guidance, documentation	2	

institution, newsroom, agency, student association). Signing the volunteering framework contract.			
Volunteering activity carried out within the host organisation: contributions to the organisation's communication, media-content production, event support, social campaigns, mentoring, etc. (minimum 28 hours of actual activity per semester).	Practical activity in the host organisation, supervision	24	
Drafting the activity report: description of projects, reflection on developed competences, attaching the certificate from the host organisation.	Individual work, drafting	2	
Bibliography: Law no. 78/2014 on the regulation of volunteering activity in Romania. Regulation on the recognition of volunteering activity at Transilvania University of Brasov. Volunteer's Guide - Volunteering Centre of Transilvania University.			

9. Correlation of course content with the demands of the labour market (epistemic communities, professional associations, potential employers in the field of study)

The course offers students the opportunity to valorise their volunteering experience in professional contexts relevant to Digital Media, meeting the expectations of employers in communication, culture, NGOs and the creative industries, who value graduates with practical experience and civic spirit.

#### 10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade
10.4 Course	Not applicable.	Not applicable	0%
10.5 Seminar/ laboratory/ project	Number of volunteering hours actually performed (minimum 28). Relevance of the activity to the course profile. Quality of the activity report and capacity for reflection on the experience.	Assessment based on the certificate from the host organisation + activity report defended orally	100%
10.6 Minimal performance standard			
Minimum 28 hours of volunteering performed at a host organisation; certificate from the organisation + activity report with reflection on the experience.			

This course outline was certified in the Department Board meeting on 15/09/2025 and approved in the Faculty Board meeting on 18/09/2025

Associate Professor Horia MOASA, Ph.D. Dean	Professor Gabriela RATULEA, Ph.D. Head of Department
- Course holder	Assoc. Prof. Marinela Şimon, PhD Holder of seminar / laboratory / project

Note:

- 1) Field of study – select one of the following options: Bachelor / Master / Doctorat (to be filled in according to the forceful classification list for study programmes);
- 2) Study level – choose from among: Bachelor / Master / Doctorat;
- 3) Course status (content) – for the Bachelor level, select one of the following options: FC (fundamental course) / DC (course in the study domain)/ SC (speciality course)/ CC (complementary course); for the Master level, select one of the following options: PC (proficiency course)/ SC (synthesis course)/ AC (advanced course);
- 4) Course status (attendance type) – select one of the following options: CPC (compulsory course)/ EC (elective course)/ NCPC (non-compulsory course);
- 5) One credit is the equivalent of 30 study hours (teaching activities and individual study).

## COURSE OUTLINE

### 1. Data about the study programme

1.1 Higher education institution	Transilvania University of Brasov
1.2 Faculty	Sociology and Communication
1.3 Department	Social Sciences and Communication
1.4 Field of study <sup>1)</sup>	Communication Sciences, BA
1.5 Study level <sup>2)</sup>	BA
1.6 Study programme/ Qualification	Digital Media (English)

### 2. Data about the course

2.1 Name of course		Entrepreneurship						
2.2 Course convenor		Associate Professor Dana Adriana LUPSA-TATARU, Ph.D.						
2.3 Seminar/ laboratory/ project convenor		Associate Professor Dana Adriana LUPSA-TATARU, Ph.D.						
2.4 Study year	II	2.5 Semester	I	2.6 Evaluation type	V	2.7 Course status	Content <sup>3)</sup>	CC
							Attendance type <sup>4)</sup>	EIC

### 3. Total estimated time (hours of teaching activities per semester)

3.1 Number of hours per week	4	out of which: 3.2 lecture	2	3.3 seminar/ laboratory/ project	2
3.4 Total number of hours in the curriculum	56	out of which: 3.5 lecture	28	3.6 seminar/ laboratory/ project	28
Time allocation					hours
Study of textbooks, course support, bibliography and notes					14
Additional documentation in libraries, specialized electronic platforms, and field research					10
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays					8
Tutorial					0
Examinations					2
Other activities.....					0
3.7 Total number of hours of student activity	34				
3.8 Total number per semester	90				
3.9 Number of credits <sup>5)</sup>	3				

### 4. Prerequisites (if applicable)

4.1 curriculum-related	Not applicable (elective course).
4.2 competences-related	Interest in launching a business in digital media (content-production start-up, communication agency, independent podcast, educational platform, etc.).

### 5. Conditions (if applicable)

5.1 for course development	Classroom with video projector and laptop, internet access.
5.2 for seminar/ laboratory/ project development	Seminar room with video projector and computers; access to online Business Model Canvas tools.

## 6. Specific competences and learning outcomes

Professional competences	<p>CP.3 Creation and management of content for digital media</p> <p>Knowledge:</p> <ul style="list-style-type: none"> <li>- LO 3.1.1. The student distinguishes between different types of content and modes of expression (text, photography, audio, video).</li> <li>- LO 3.1.2. The student identifies techniques for drafting/structuring content and principles of rhetoric.</li> </ul> <p>Skills:</p> <ul style="list-style-type: none"> <li>- LO 3.2.1. The student applies production practices appropriate to different types of content and media channels.</li> </ul> <p>Responsibility and autonomy:</p> <ul style="list-style-type: none"> <li>- LO 3.3.1. The student produces a content or media product for broadcasting on one or more channels.</li> </ul>
Transversal competences	<p>CT.5 Communication and cooperation in professional contexts</p> <p>Skills:</p> <ul style="list-style-type: none"> <li>- LO 5.1.1. The student uses online tools to communicate and share resources in digital environments.</li> <li>- LO 5.1.2. The student manages systems for storing, selecting, organising, retrieving and distributing information in professional contexts.</li> </ul> <p>Responsibility and autonomy:</p> <ul style="list-style-type: none"> <li>- LO 5.2.1. The student collaborates with others in teams to solve specific professional problems.</li> <li>- LO 5.2.2. The student plans/assumes and meets tight deadlines for professional tasks or projects.</li> <li>- LO 5.2.3. The student demonstrates intercultural sensitivity by participating in different communities and networks.</li> </ul>

## 7. Course objectives (resulting from the specific competences to be acquired)

7.1 General course objective	Acquiring knowledge of entrepreneurial strategies specific to digital media, models used for creative start-ups, and developing students' capacity to generate, validate and launch their own business idea in the communication and media industries.
7.2 Specific objectives	<ul style="list-style-type: none"> <li>- Developing knowledge and capacity for analysis and synthesis regarding the main aspects of entrepreneurship in digital media.</li> <li>- Applying the Business Model Canvas to creative business ideas.</li> <li>- Knowing the funding strategies for start-ups in creative industries.</li> <li>- Drafting and delivering a professional pitch for one's own business idea.</li> </ul>

## 8. Content

8.1 Course	Teaching methods	Number of hours	Remarks
Business. Concepts, characteristics. The specifics of business in the creative and media industries	Academic debate	4	
Business approach. Partners, clients, planning, strategic decision-making, small media businesses	Academic debate	4	
Business blunders. Case studies from the creative industries	Academic debate	4	

Entrepreneurship. Concepts, the profile of the entrepreneur in digital media	Academic debate	4	
Entrepreneurship and innovation. AI, content monetisation, revenue models in media	Academic debate	4	
Entrepreneurial strategies. Business Model Canvas, Lean Start-up	Academic debate	4	
Restrictions in entrepreneurship. Legal aspects, taxation, intellectual property	Academic debate	4	
Bibliography: Heath, C., Heath, D. (2007). Made to Stick. Random House. Luban, F. (2006). Sisteme bazate pe cunostinte in management. ASE Press. Nicolescu, O. (2001). Managementul intreprinderilor mici si mijlocii. Editura Economica. Nicolescu, O., Nicolescu, L. (2005). Economia, firma si managementul bazate pe cunostinte. Editura Economica. Osterwalder, A., Pigneur, Y. (2010). Business Model Generation. Wiley. Ries, E. (2011). The Lean Startup. Crown Business.			
8.2 Seminar/ laboratory/ project	Teaching-learning methods	Number of hours	Remarks
Debate on sources of business ideas in digital media	Academic debate, brainstorming	4	
Case studies of small businesses in the creative industries (micro-agencies, freelancing, creative studio)	Case study, teamwork	4	
Case studies of large media businesses (media corporations, digital platforms)	Case study, comparative analysis	4	
Business-idea validation tools: Business Model Canvas, customer discovery	Practical applications	4	
Debates and comparisons regarding business models in digital media (subscription, advertising, marketplace, freemium)	Debate, analysis	4	
Best practices in creative entrepreneurship. Case studies	Case studies	4	
Drafting and delivering a pitch for the business idea	Team project, defence	4	
Bibliography: Heath, C., Heath, D. (2007). Made to Stick. Random House. Luban, F. (2006). Sisteme bazate pe cunostinte in management. ASE Press. Nicolescu, O. (2001). Managementul intreprinderilor mici si mijlocii. Editura Economica. Osterwalder, A., Pigneur, Y. (2010). Business Model Generation. Wiley. Ries, E. (2011). The Lean Startup. Crown Business.			

9. Correlation of course content with the demands of the labour market (epistemic communities, professional associations, potential employers in the field of study)

The course content is adapted to the specifics of the creative industries and digital media, meeting the expectations of employers and potential partners in media start-ups, communication agencies and digital platforms. The course is adapted from the model taught in the Business Administration (English) programme, FEBAA.

10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade
10.4 Course	At least one topic addressed. Understanding of entrepreneurial concepts applied to digital media.	Quantitative assessment	40%
10.5 Seminar/ laboratory/ project	A team project: Business Model Canvas + pitch for a business idea in digital media.	Qualitative team-project assessment	60%
10.6 Minimal performance standard			
One course topic and a project (Business Model Canvas + pitch) presented on time; obtaining at least 50% of the total score.			

This course outline was certified in the Department Board meeting on 15/09/2025 and approved in the Faculty Board meeting on 18/09/2025

Associate Professor Horia MOASA, Ph.D. Dean	Professor Gabriela RATULEA, Ph.D. Head of Department
Associate Professor Dana Adriana LUPSA-TATARU, Ph.D. Course holder	Associate Professor Dana Adriana LUPSA-TATARU, Ph.D. Holder of seminar / laboratory / project

Note:

- 6) Field of study – select one of the following options: Bachelor / Master / Doctorat (to be filled in according to the forceful classification list for study programmes);
- 7) Study level – choose from among: Bachelor / Master / Doctorat;
- 8) Course status (content) – for the Bachelor level, select one of the following options: FC (fundamental course) / DC (course in the study domain)/ SC (speciality course)/ CC (complementary course); for the Master level, select one of the following options: PC (proficiency course)/ SC (synthesis course)/ AC (advanced course);
- 9) Course status (attendance type) – select one of the following options: CPC (compulsory course)/ EC (elective course)/ NCPC (non-compulsory course);
- 10) One credit is the equivalent of 30 study hours (teaching activities and individual study).

## COURSE OUTLINE

### 1. Data about the study programme

1.1 Higher education institution	Transilvania University of Brasov
1.2 Faculty	Sociology and Communication
1.3 Department	Social Sciences and Communication
1.4 Field of study <sup>1)</sup>	Communication Sciences, BA
1.5 Study level <sup>2)</sup>	BA
1.6 Study programme/ Qualification	Digital Media (English)

### 2. Data about the course

2.1 Name of course		Romance Languages - French						
2.2 Course convenor		Lecturer Iringo CORA, Ph.D.						
2.3 Seminar/ laboratory/ project convenor		Lecturer Iringo CORA, Ph.D.						
2.4 Study year	II	2.5 Semester	I	2.6 Evaluation type	V	2.7 Course status	Content <sup>3)</sup>	CC
							Attendance type <sup>4)</sup>	EIC

### 3. Total estimated time (hours of teaching activities per semester)

3.1 Number of hours per week	2	out of which: 3.2 lecture	1	3.3 seminar/ laboratory/ project	1
3.4 Total number of hours in the curriculum	28	out of which: 3.5 lecture	14	3.6 seminar/ laboratory/ project	14
Time allocation					hours
Study of textbooks, course support, bibliography and notes					14
Additional documentation in libraries, specialized electronic platforms, and field research					8
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays					8
Tutorial					0
Examinations					2
Other activities.....					0
3.7 Total number of hours of student activity		32			
3.8 Total number per semester		60			
3.9 Number of credits <sup>5)</sup>		2			

### 4. Prerequisites (if applicable)

4.1 curriculum-related	Not applicable (elective course).
4.2 competences-related	Basic knowledge of a Latin/Romance language. Target level: A2-B1 CEFR. Interest in European culture and civilisation.

### 5. Conditions (if applicable)

5.1 for course development	Classroom with video projector, blackboard and internet access to multimedia resources in the language studied.
5.2 for seminar/ laboratory/ project development	Seminar room with video projector and access to authentic materials (press, TV, podcast) in the language studied.

## 6. Specific competences and learning outcomes

Professional competences	<p>CP.1 Identification and use of language, methodologies and specialised knowledge in communication sciences</p> <p>Knowledge:</p> <ul style="list-style-type: none"> <li>- LO 1.1.1. The student identifies elements of specialised language in the foreign language studied.</li> </ul> <p>Skills:</p> <ul style="list-style-type: none"> <li>- LO 1.2.1. The student applies correct lexical and grammatical structures in the foreign language to draft professional texts.</li> </ul> <p>Responsibility and autonomy:</p> <ul style="list-style-type: none"> <li>- LO 1.3.1. The student autonomously uses foreign-language resources (dictionaries, databases, media sources) for professional documentation.</li> </ul>
Transversal competences	<p>CT.5 Communication and cooperation in professional contexts</p> <p>Skills:</p> <ul style="list-style-type: none"> <li>- LO 5.1.1. The student uses online tools to communicate and share resources in digital environments.</li> <li>- LO 5.1.2. The student manages systems for storing, selecting, organising, retrieving and distributing information in professional contexts.</li> </ul> <p>Responsibility and autonomy:</p> <ul style="list-style-type: none"> <li>- LO 5.2.1. The student collaborates with others in teams to solve specific professional problems.</li> <li>- LO 5.2.2. The student plans/assumes and meets tight deadlines for professional tasks or projects.</li> <li>- LO 5.2.3. The student demonstrates intercultural sensitivity by participating in different communities and networks.</li> </ul>

## 7. Course objectives (resulting from the specific competences to be acquired)

7.1 General course objective	Developing communication competence in the studied Romance language at CEFR level A2-B1, with cultural insertions on the civilisation of the respective country. Focus on the vocabulary and discourse specific to digital media and professional communication.
7.2 Specific objectives	<ul style="list-style-type: none"> <li>- Acquiring grammatical structures specific to level A2-B1.</li> <li>- Enriching professional and media vocabulary.</li> <li>- Developing skills for critical reading of the foreign-language press.</li> <li>- Familiarisation with civilisation: Geography of France and republican symbols; media cities (Paris, Lyon, Bordeaux).</li> <li>- Intercultural awareness and preparation for Erasmus+ mobility.</li> </ul>

## 8. Content

8.1 Course	Teaching methods	Number of hours	Remarks
Grammar revision: present, passe compose, participle agreement	Conversation workshop / Interactive	2	
Simple relative pronouns (qui, que, ou). Cultural insert: Paris and French media	Conversation workshop / Interactive	2	

The present subjunctive: formation and uses. Cultural insert: French secularism	Conversation workshop / Interactive	2	
Expressing time and duration. Cultural insert: French TV broadcasting hours	Conversation workshop / Interactive	2	
Reported speech. Cultural insert: French print press	Conversation workshop / Interactive	2	
Logical connectors of argumentation	Conversation workshop / Interactive	2	
Media and communication vocabulary	Conversation workshop / Interactive	2	
Bibliography: Common European Framework of Reference for Languages (CEFR). Authentic resources: press, TV, podcasts in the language studied. Textbooks recommended by the teacher according to level.			
8.2 Seminar/ laboratory/ project	Teaching-learning methods	Number of hours	Remarks
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Bibliography: Authentic multimedia resources (online press, public TV, podcasts). Articles from prestigious publications in the language area studied.			

9. Correlation of course content with the demands of the labour market (epistemic communities, professional associations, potential employers in the field of study)

Knowledge of a second Romance language opens professional opportunities in European mass-media, international communication agencies and transnational audiovisual productions. The course prepares students for Erasmus+ mobility in the Romance-speaking area.

#### 10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade
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10.4 Course	Knowledge of the lexical and grammatical structures presented in the course.	Continuous assessment, colloquium	50%
10.5 Seminar/ laboratory/ project	Correct application of structures; oral and written expression ability; active participation.	Continuous assessment, practical applications	50%
10.6 Minimal performance standard			
Oral and written expression ability at level A2-B1; minimum 50% of the total score.			

This course outline was certified in the Department Board meeting on 15/09/2025 and approved in the Faculty Board meeting on 18/09/2025

Associate Professor Horia MOASA, Ph.D. Dean	Professor Gabriela RATULEA, Ph.D. Head of Department
Lecturer Iringo CORA, Ph.D. Course holder	Lecturer Iringo CORA, Ph.D. Holder of seminar / laboratory / project

Note:

- 11) Field of study – select one of the following options: Bachelor / Master / Doctorat (to be filled in according to the forceful classification list for study programmes);
- 12) Study level – choose from among: Bachelor / Master / Doctorat;
- 13) Course status (content) – for the Bachelor level, select one of the following options: FC (fundamental course) / DC (course in the study domain)/ SC (speciality course)/ CC (complementary course); for the Master level, select one of the following options: PC (proficiency course)/ SC (synthesis course)/ AC (advanced course);
- 14) Course status (attendance type) – select one of the following options: CPC (compulsory course)/ EC (elective course)/ NCPC (non-compulsory course);
- 15) One credit is the equivalent of 30 study hours (teaching activities and individual study).

## COURSE OUTLINE

### 1. Data about the study programme

1.1 Higher education institution	Transilvania University of Brasov
1.2 Faculty	Sociology and Communication
1.3 Department	Social Sciences and Communication
1.4 Field of study <sup>1)</sup>	Communication Sciences, BA
1.5 Study level <sup>2)</sup>	BA
1.6 Study programme/ Qualification	Digital Media (English)

### 2. Data about the course

2.1 Name of course		Romance Languages - Italian						
2.2 Course convenor		Lecturer Florin Dumitrescu						
2.3 Seminar/ laboratory/ project convenor		Lecturer Florin Dumitrescu						
2.4 Study year	II	2.5 Semester	I	2.6 Evaluation type	V	2.7 Course status	Content <sup>3)</sup>	CC
							Attendance type <sup>4)</sup>	EIC

### 3. Total estimated time (hours of teaching activities per semester)

3.1 Number of hours per week	2	out of which: 3.2 lecture	1	3.3 seminar/ laboratory/ project	1
3.4 Total number of hours in the curriculum	28	out of which: 3.5 lecture	14	3.6 seminar/ laboratory/ project	14
Time allocation					hours
Study of textbooks, course support, bibliography and notes					14
Additional documentation in libraries, specialized electronic platforms, and field research					8
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays					8
Tutorial					0
Examinations					2
Other activities.....					0
3.7 Total number of hours of student activity		32			
3.8 Total number per semester		60			
3.9 Number of credits <sup>5)</sup>		2			

### 4. Prerequisites (if applicable)

4.1 curriculum-related	Not applicable (elective course).
4.2 competences-related	Basic knowledge of a Latin/Romance language. Target level: A2 CEFR. Interest in European culture and civilisation.

### 5. Conditions (if applicable)

5.1 for course development	Classroom with video projector, blackboard and internet access to multimedia resources in the language studied.
5.2 for seminar/ laboratory/ project development	Seminar room with video projector and access to authentic materials (press, TV, podcast) in the language studied.

## 6. Specific competences and learning outcomes

Professional competences	<p>CP.1 Identification and use of language, methodologies and specialised knowledge in communication sciences</p> <p>Knowledge:</p> <ul style="list-style-type: none"> <li>- LO 1.1.1. The student identifies elements of specialised language in the foreign language studied.</li> </ul> <p>Skills:</p> <ul style="list-style-type: none"> <li>- LO 1.2.1. The student applies correct lexical and grammatical structures in the foreign language to draft professional texts.</li> </ul> <p>Responsibility and autonomy:</p> <ul style="list-style-type: none"> <li>- LO 1.3.1. The student autonomously uses foreign-language resources (dictionaries, databases, media sources) for professional documentation.</li> </ul>
Transversal competences	<p>CT.5 Communication and cooperation in professional contexts</p> <p>Skills:</p> <ul style="list-style-type: none"> <li>- LO 5.1.1. The student uses online tools to communicate and share resources in digital environments.</li> <li>- LO 5.1.2. The student manages systems for storing, selecting, organising, retrieving and distributing information in professional contexts.</li> </ul> <p>Responsibility and autonomy:</p> <ul style="list-style-type: none"> <li>- LO 5.2.1. The student collaborates with others in teams to solve specific professional problems.</li> <li>- LO 5.2.2. The student plans/assumes and meets tight deadlines for professional tasks or projects.</li> <li>- LO 5.2.3. The student demonstrates intercultural sensitivity by participating in different communities and networks.</li> </ul>

## 7. Course objectives (resulting from the specific competences to be acquired)

7.1 General course objective	Developing communication competence in the studied Romance language at CEFR level A2, with cultural insertions on the civilisation of the respective country. Focus on the vocabulary and discourse specific to digital media and professional communication.
7.2 Specific objectives	<ul style="list-style-type: none"> <li>- Acquiring grammatical structures specific to level A2.</li> <li>- Enriching professional and media vocabulary.</li> <li>- Developing skills for critical reading of the foreign-language press.</li> <li>- Familiarisation with civilisation: Geography of Italy and national symbols; cities with creative industries (Milan, Rome).</li> <li>- Intercultural awareness and preparation for Erasmus+ mobility.</li> </ul>

## 8. Content

8.1 Course	Teaching methods	Number of hours	Remarks
The alphabet and pronunciation. Greetings and introductions	Conversation workshop / Interactive	2	
Definite and indefinite articles. Cultural insert: Italian symbols	Conversation workshop / Interactive	2	
Present indicative: essere, avere, regular verbs	Conversation workshop / Interactive	2	

Family and home. Possessive adjectives. Cultural insert: regional gastronomy	Conversation workshop / Interactive	2	
Free time and hobbies. Modal verbs	Conversation workshop / Interactive	2	
At the restaurant: ordering, asking for the bill. Cultural insert: Italian culinary culture	Conversation workshop / Interactive	2	
In the city: directions. Cultural insert: Rome, Milan, Florence	Conversation workshop / Interactive	2	
Bibliography: Common European Framework of Reference for Languages (CEFR). Authentic resources: press, TV, podcasts in the language studied. Textbooks recommended by the teacher according to level.			
8.2 Seminar/ laboratory/ project	Teaching-learning methods	Number of hours	Remarks
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Bibliography: Authentic multimedia resources (online press, public TV, podcasts). Articles from prestigious publications in the language area studied.			

9. Correlation of course content with the demands of the labour market (epistemic communities, professional associations, potential employers in the field of study)

Knowledge of a second Romance language opens professional opportunities in European mass-media, international communication agencies and transnational audiovisual productions. The course prepares students for Erasmus+ mobility in the Romance-speaking area.

#### 10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade
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10.4 Course	Knowledge of the lexical and grammatical structures presented in the course.	Continuous assessment, colloquium	50%
10.5 Seminar/ laboratory/ project	Correct application of structures; oral and written expression ability; active participation.	Continuous assessment, practical applications	50%
10.6 Minimal performance standard			
Oral and written expression ability at level A2; minimum 50% of the total score.			

This course outline was certified in the Department Board meeting on 15/09/2025 and approved in the Faculty Board meeting on 18/09/2025

Associate Professor Horia MOASA, Ph.D. Dean	Professor Gabriela RATULEA, Ph.D. Head of Department
Lecturer Florin Dumitrescu Course holder	Lecturer Florin Dumitrescu Holder of seminar / laboratory / project

Note:

- 16) Field of study – select one of the following options: Bachelor / Master / Doctorat (to be filled in according to the forceful classification list for study programmes);
- 17) Study level – choose from among: Bachelor / Master / Doctorat;
- 18) Course status (content) – for the Bachelor level, select one of the following options: FC (fundamental course) / DC (course in the study domain)/ SC (speciality course)/ CC (complementary course); for the Master level, select one of the following options: PC (proficiency course)/ SC (synthesis course)/ AC (advanced course);
- 19) Course status (attendance type) – select one of the following options: CPC (compulsory course)/ EC (elective course)/ NCPC (non-compulsory course);
- 20) One credit is the equivalent of 30 study hours (teaching activities and individual study).

## COURSE OUTLINE

### 1. Data about the study programme

1.1 Higher education institution	Transilvania University of Brasov
1.2 Faculty	Sociology and Communication
1.3 Department	Social Sciences and Communication
1.4 Field of study <sup>1)</sup>	Communication Sciences, BA
1.5 Study level <sup>2)</sup>	BA
1.6 Study programme/ Qualification	Digital Media (English)

### 2. Data about the course

2.1 Name of course		Romance Languages - Spanish						
2.2 Course convenor		Lecturer Raluca ALEXE, Ph.D.						
2.3 Seminar/ laboratory/ project convenor		Lecturer Raluca ALEXE, Ph.D.						
2.4 Study year	II	2.5 Semester	I	2.6 Evaluation type	V	2.7 Course status	Content <sup>3)</sup>	CC
							Attendance type <sup>4)</sup>	EIC

### 3. Total estimated time (hours of teaching activities per semester)

3.1 Number of hours per week	2	out of which: 3.2 lecture	1	3.3 seminar/ laboratory/ project	1
3.4 Total number of hours in the curriculum	28	out of which: 3.5 lecture	14	3.6 seminar/ laboratory/ project	14
Time allocation					hours
Study of textbooks, course support, bibliography and notes					14
Additional documentation in libraries, specialized electronic platforms, and field research					8
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays					8
Tutorial					0
Examinations					2
Other activities.....					0
3.7 Total number of hours of student activity		32			
3.8 Total number per semester		60			
3.9 Number of credits <sup>5)</sup>		2			

### 4. Prerequisites (if applicable)

4.1 curriculum-related	Not applicable (elective course).
4.2 competences-related	Basic knowledge of a Latin/Romance language. Target level: A2-B1 CEFR. Interest in European culture and civilisation.

### 5. Conditions (if applicable)

5.1 for course development	Classroom with video projector, blackboard and internet access to multimedia resources in the language studied.
5.2 for seminar/ laboratory/ project development	Seminar room with video projector and access to authentic materials (press, TV, podcast) in the language studied.

## 6. Specific competences and learning outcomes

Professional competences	<p>CP.1 Identification and use of language, methodologies and specialised knowledge in communication sciences</p> <p>Knowledge:</p> <ul style="list-style-type: none"> <li>- LO 1.1.1. The student identifies elements of specialised language in the foreign language studied.</li> </ul> <p>Skills:</p> <ul style="list-style-type: none"> <li>- LO 1.2.1. The student applies correct lexical and grammatical structures in the foreign language to draft professional texts.</li> </ul> <p>Responsibility and autonomy:</p> <ul style="list-style-type: none"> <li>- LO 1.3.1. The student autonomously uses foreign-language resources (dictionaries, databases, media sources) for professional documentation.</li> </ul>
Transversal competences	<p>CT.5 Communication and cooperation in professional contexts</p> <p>Skills:</p> <ul style="list-style-type: none"> <li>- LO 5.1.1. The student uses online tools to communicate and share resources in digital environments.</li> <li>- LO 5.1.2. The student manages systems for storing, selecting, organising, retrieving and distributing information in professional contexts.</li> </ul> <p>Responsibility and autonomy:</p> <ul style="list-style-type: none"> <li>- LO 5.2.1. The student collaborates with others in teams to solve specific professional problems.</li> <li>- LO 5.2.2. The student plans/assumes and meets tight deadlines for professional tasks or projects.</li> <li>- LO 5.2.3. The student demonstrates intercultural sensitivity by participating in different communities and networks.</li> </ul>

## 7. Course objectives (resulting from the specific competences to be acquired)

7.1 General course objective	Developing communication competence in the studied Romance language at CEFR level A2-B1, with cultural insertions on the civilisation of the respective country. Focus on the vocabulary and discourse specific to digital media and professional communication.
7.2 Specific objectives	<ul style="list-style-type: none"> <li>- Acquiring grammatical structures specific to level A2-B1.</li> <li>- Enriching professional and media vocabulary.</li> <li>- Developing skills for critical reading of the foreign-language press.</li> <li>- Familiarisation with civilisation: Geography of Spain and Latin America; Spanish-speaking media.</li> <li>- Intercultural awareness and preparation for Erasmus+ mobility.</li> </ul>

## 8. Content

8.1 Course	Teaching methods	Number of hours	Remarks
Revision: presente de indicativo. Ser and estar	Conversation workshop / Interactive	2	
Preterito perfecto compuesto. Cultural insert: contemporary Spanish press	Conversation workshop / Interactive	2	
Preterito indefinido vs. imperfecto	Conversation workshop / Interactive	2	

Direct and indirect object pronouns	Conversation workshop / Interactive	2	
Media vocabulary: press, TV, radio, social networks	Conversation workshop / Interactive	2	
Subjuntivo presente: formation and basic uses	Conversation workshop / Interactive	2	
Reading the news: El Pais, El Mundo, La Nacion	Conversation workshop / Interactive	2	
Bibliography: Common European Framework of Reference for Languages (CEFR). Authentic resources: press, TV, podcasts in the language studied. Textbooks recommended by the teacher according to level.			
8.2 Seminar/ laboratory/ project	Teaching-learning methods	Number of hours	Remarks
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Bibliography: Authentic multimedia resources (online press, public TV, podcasts). Articles from prestigious publications in the language area studied.			

9. Correlation of course content with the demands of the labour market (epistemic communities, professional associations, potential employers in the field of study)

Knowledge of a second Romance language opens professional opportunities in European mass-media, international communication agencies and transnational audiovisual productions. The course prepares students for Erasmus+ mobility in the Romance-speaking area.

#### 10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade
10.4 Course	Knowledge of the lexical and grammatical structures presented in the course.	Continuous assessment, colloquium	50%

10.5 Seminar/ laboratory/ project	Correct application of structures; oral and written expression ability; active participation.	Continuous assessment, practical applications	50%
10.6 Minimal performance standard			
Oral and written expression ability at level A2-B1; minimum 50% of the total score.			

This course outline was certified in the Department Board meeting on 15/09/2025 and approved in the Faculty Board meeting on 18/09/2025

Associate Professor Horia MOASA, Ph.D. Dean	Professor Gabriela RATULEA, Ph.D. Head of Department
Lecturer Raluca ALEXE, Ph.D. Course holder	Lecturer Raluca ALEXE, Ph.D. Holder of seminar / laboratory / project

Note:

- 21) Field of study – select one of the following options: Bachelor / Master / Doctorat (to be filled in according to the forceful classification list for study programmes);
- <sup>22)</sup> Study level – choose from among: Bachelor / Master / Doctorat;
- <sup>23)</sup> Course status (content) – for the Bachelor level, select one of the following options: FC (fundamental course) / DC (course in the study domain)/ SC (speciality course)/ CC (complementary course); for the Master level, select one of the following options: PC (proficiency course)/ SC (synthesis course)/ AC (advanced course);
- <sup>24)</sup> Course status (attendance type) – select one of the following options: CPC (compulsory course)/ EC (elective course)/ NCPC (non-compulsory course);
- <sup>25)</sup> One credit is the equivalent of 30 study hours (teaching activities and individual study).

## COURSE OUTLINE

### 1. Data about the study programme

1.1 Higher education institution	Transilvania University of Brasov
1.2 Faculty	Sociology and Communication
1.3 Department	Social Sciences and Communication
1.4 Field of study <sup>1)</sup>	Communication Sciences, BA
1.5 Study level <sup>2)</sup>	BA
1.6 Study programme/ Qualification	Digital Media (English)

### 2. Data about the course

2.1 Name of course		European Citizenship						
2.2 Course convenor		Assoc. Prof. Ana-Maria Bolborici, PhD						
2.3 Seminar/ laboratory/ project convenor		Assoc. Prof. Ana-Maria Bolborici, PhD						
2.4 Study year	II	2.5 Semester	I	2.6 Evaluation type	V	2.7 Course status	Content <sup>3)</sup>	CC
							Attendance type <sup>4)</sup>	EIC

### 3. Total estimated time (hours of teaching activities per semester)

3.1 Number of hours per week	2	out of which: 3.2 lecture	1	3.3 seminar/ laboratory/ project	1
3.4 Total number of hours in the curriculum	28	out of which: 3.5 lecture	14	3.6 seminar/ laboratory/ project	14
Time allocation					hours
Study of textbooks, course support, bibliography and notes					14
Additional documentation in libraries, specialized electronic platforms, and field research					8
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays					8
Tutorial					0
Examinations					2
Other activities.....					0
3.7 Total number of hours of student activity	32				
3.8 Total number per semester	60				
3.9 Number of credits <sup>5)</sup>	2				

### 4. Prerequisites (if applicable)

4.1 curriculum-related	Not applicable (elective course).
4.2 competences-related	General knowledge of European culture and current political affairs.

### 5. Conditions (if applicable)

5.1 for course development	Classroom with video projector and laptop, internet access.
5.2 for seminar/ laboratory/ project development	Seminar room with video projector and internet access for documentation in European sources.

## 6. Specific competences and learning outcomes

Professional competences	<p>CP.2 Strategic planning of communication activities through digital media</p> <p>Knowledge:</p> <ul style="list-style-type: none"> <li>- LO 2.1.1. The student identifies the main theories, models and elements of communication.</li> </ul> <p>Skills:</p> <ul style="list-style-type: none"> <li>- LO 2.2.1. The student selects the models that explain a communication situation in a professional context.</li> </ul> <p>Responsibility and autonomy:</p> <ul style="list-style-type: none"> <li>- LO 2.3.2. The student uses communication models and media theories to design media plans.</li> </ul>
Transversal competences	<p>CT.5 Communication and cooperation in professional contexts</p> <p>Skills:</p> <ul style="list-style-type: none"> <li>- LO 5.1.1. The student uses online tools to communicate and share resources in digital environments.</li> <li>- LO 5.1.2. The student manages systems for storing, selecting, organising, retrieving and distributing information in professional contexts.</li> </ul> <p>Responsibility and autonomy:</p> <ul style="list-style-type: none"> <li>- LO 5.2.1. The student collaborates with others in teams to solve specific professional problems.</li> <li>- LO 5.2.2. The student plans/assumes and meets tight deadlines for professional tasks or projects.</li> <li>- LO 5.2.3. The student demonstrates intercultural sensitivity by participating in different communities and networks.</li> </ul>

## 7. Course objectives (resulting from the specific competences to be acquired)

7.1 General course objective	Familiarising students with the rights, responsibilities and values of European citizenship, with EU institutions and with European civic-participation mechanisms, with a view to training media professionals aware of the European dimension of communication and public policies.
7.2 Specific objectives	<ul style="list-style-type: none"> <li>- Knowing the EU institutions: Commission, European Parliament, Council, CJEU.</li> <li>- Understanding the rights of European citizens (free movement, voting, petitions).</li> <li>- Analysing European policies relevant to media (press freedom, AI Act, DSA/DMA).</li> <li>- Familiarisation with EU programmes (Erasmus+, Creative Europe, Horizon).</li> <li>- Developing the capacity to professionally cover European topics in mass-media.</li> </ul>

## 8. Content

8.1 Course	Teaching methods	Number of hours	Remarks
1. The concept of European citizenship. The Maastricht Treaty and the Charter of Fundamental Rights	Lecture, exemplification	2	
2. EU institutions: Commission, European Parliament, Council, CJEU	Lecture, case studies	2	
3. The rights of European citizens: free movement, voting, petitions, the European Citizens' Initiative	Lecture, debate	2	

4. European policies for media: press freedom, European Media Freedom Act, DSA/DMA	Lecture, case studies	2	
5. AI regulation in the EU: the AI Act and implications for digital media	Lecture, debate	2	
6. European funding programmes for media and education: Erasmus+, Creative Europe, Horizon Europe	Lecture, exemplification	2	
7. Challenges of contemporary European citizenship: euroscepticism, disinformation, populism. Review lecture	Lecture, debate	2	
Bibliography: Treaty of Maastricht (1992) and Treaty of Lisbon (2007). Charter of Fundamental Rights of the European Union (2000). Habermas, J. (2012). The Crisis of the European Union. Polity Press. Risse, T. (2010). A Community of Europeans? Cornell University Press. European Commission. Various policy documents (europa.eu).			
8.2 Seminar/ laboratory/ project	Teaching-learning methods	Number of hours	Remarks
Analysis of an EU institution through its official website. Identifying its structure and mission	Web research, debate	2	
Case study: a European Citizens' Initiative (analysis of process, results)	Case study, analysis	2	
Comparison between the treatment of the EU in European media vs. national media (framing analysis)	Content analysis, debate	2	
Identifying a European funding opportunity for a media project	Teamwork, documentation	2	
Producing media material on a European topic (social-media post, mini-reportage, infographic)	Teamwork, project	2	
Simulation: European parliamentary debate on the topic of online-content regulation	Simulation, teamwork	2	
Final presentations and synthesis	Presentations, debate	2	
Bibliography: European Parliament. About Parliament. <a href="http://www.europarl.europa.eu">www.europarl.europa.eu</a> . European Commission. Digital Strategy. <a href="http://digital-strategy.ec.europa.eu">digital-strategy.ec.europa.eu</a> . EU Observer, Politico Europe, Euractiv (specialised European press).			

9. Correlation of course content with the demands of the labour market (epistemic communities, professional associations, potential employers in the field of study)

The course meets the need for media professionals aware of the European dimension of communication, capable of professionally covering European topics and accessing EU funding opportunities. The content is aligned with the European Commission's priorities on healthy information ecosystems and combating disinformation.

#### 10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade
10.4 Course	Knowledge of EU institutions and the rights of European citizens.	Colloquium	40%
10.5 Seminar/ laboratory/ project	Quality of the European-communication project. Active participation in simulations.	Project + continuous assessment	60%
10.6 Minimal performance standard			
Knowledge of EU institutions and fundamental rights; producing the European-communication project; minimum 50% of the total score.			

This course outline was certified in the Department Board meeting on 15/09/2025 and approved in the Faculty Board meeting on 18/09/2025

Associate Professor Horia MOASA, Ph.D. Dean	Professor Gabriela RATULEA, Ph.D. Head of Department
Assoc. Prof. Ana-Maria Bolborici, PhD Course holder	Assoc. Prof. Ana-Maria Bolborici, PhD Holder of seminar / laboratory / project

Note:

- 26) Field of study – select one of the following options: Bachelor / Master / Doctorat (to be filled in according to the forceful classification list for study programmes);
- 27) Study level – choose from among: Bachelor / Master / Doctorat;
- 28) Course status (content) – for the Bachelor level, select one of the following options: FC (fundamental course) / DC (course in the study domain)/ SC (speciality course)/ CC (complementary course); for the Master level, select one of the following options: PC (proficiency course)/ SC (synthesis course)/ AC (advanced course);
- 29) Course status (attendance type) – select one of the following options: CPC (compulsory course)/ EC (elective course)/ NCPC (non-compulsory course);
- 30) One credit is the equivalent of 30 study hours (teaching activities and individual study).

# YEAR 2 - Semester II

## COURSE OUTLINE

### 1. Data about the study programme

1.1 Higher education institution	Transilvania University of Brasov
1.2 Faculty	Sociology and Communication
1.3 Department	Social Sciences and Communication
1.4 Field of study <sup>1)</sup>	Communication Sciences, BA
1.5 Study level <sup>2)</sup>	BA
1.6 Study programme/ Qualification	Digital Media (English)

### 2. Data about the course

2.1 Name of course		Volunteering						
2.2 Course convenor		-						
2.3 Seminar/ laboratory/ project convenor		Assoc. Prof. Marinela Şimon, PhD						
2.4 Study year	II	2.5 Semester	II	2.6 Evaluation type	V	2.7 Course status	Content <sup>3)</sup>	CC
							Attendance type <sup>4)</sup>	EIC

### 3. Total estimated time (hours of teaching activities per semester)

3.1 Number of hours per week	2	out of which: 3.2 lecture	0	3.3 seminar/ laboratory/ project	0
3.4 Total number of hours in the curriculum	28	out of which: 3.5 lecture	0	3.6 seminar/ laboratory/ project	0
Time allocation					hours
Study of textbooks, course support, bibliography and notes					14
Additional documentation in libraries, specialized electronic platforms, and field research					8
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays					8
Tutorial					0
Examinations					2
Other activities.....					0
3.7 Total number of hours of student activity		32			
3.8 Total number per semester		60			
3.9 Number of credits <sup>5)</sup>		2			

### 4. Prerequisites (if applicable)

4.1 curriculum-related	Not applicable.
4.2 competences-related	Willingness to engage in volunteering activities in fields related to digital media (culture, education, social, environment).

### 5. Conditions (if applicable)

5.1 for course development	Not applicable (the course has no lecture hours).
5.2 for seminar/ laboratory/ project development	Spaces provided by host organisations (NGOs, public institutions, cultural institutions, student associations, newsrooms, agencies). Recognition of volunteering activities is

	based on a certificate from the host organisation, a framework contract signed by the coordinator and an activity report drafted by the student.
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## 6. Specific competences and learning outcomes

Professional competences	<p>CP.3 Creation and management of content for digital media</p> <p>Knowledge:</p> <ul style="list-style-type: none"> <li>- LO 3.1.1. The student distinguishes between different types of content and modes of expression (text, photography, audio, video).</li> <li>- LO 3.1.2. The student identifies techniques for drafting/structuring content and principles of rhetoric.</li> </ul> <p>Skills:</p> <ul style="list-style-type: none"> <li>- LO 3.2.1. The student applies production practices appropriate to different types of content and media channels.</li> </ul> <p>Responsibility and autonomy:</p> <ul style="list-style-type: none"> <li>- LO 3.3.1. The student produces a content or media product for broadcasting on one or more channels.</li> </ul>
Transversal competences	<p>CT.5 Communication and cooperation in professional contexts</p> <p>Skills:</p> <ul style="list-style-type: none"> <li>- LO 5.1.1. The student uses online tools to communicate and share resources in digital environments.</li> <li>- LO 5.1.2. The student manages systems for storing, selecting, organising, retrieving and distributing information in professional contexts.</li> </ul> <p>Responsibility and autonomy:</p> <ul style="list-style-type: none"> <li>- LO 5.2.1. The student collaborates with others in teams to solve specific professional problems.</li> <li>- LO 5.2.2. The student plans/assumes and meets tight deadlines for professional tasks or projects.</li> <li>- LO 5.2.3. The student demonstrates intercultural sensitivity by participating in different communities and networks.</li> </ul>

## 7. Course objectives (resulting from the specific competences to be acquired)

7.1 General course objective	Academic recognition and valorisation of volunteering activities carried out by students in fields related to digital media, communication, culture or social work, with a view to developing transversal competences, civic spirit and integration into the professional community.
7.2 Specific objectives	<ul style="list-style-type: none"> <li>- Developing teamwork and professional-communication competences.</li> <li>- Applying academic knowledge in real contexts (NGOs, events, communication campaigns, media production).</li> <li>- Developing civic spirit and sensitivity to social issues.</li> <li>- Building a professional portfolio of relevant experiences.</li> <li>- Fostering autonomy and responsibility.</li> </ul>

## 8. Content

8.1 Course	Teaching methods	Number of hours	Remarks
The course has no lecture hours.	-	0	

Bibliography: Not applicable.			
8.2 Seminar/ laboratory/ project	Teaching-learning methods	Number of hours	Remarks
Identifying a host organisation relevant to the field (NGO, cultural institution, newsroom, agency, student association). Signing the volunteering framework contract.	Individual guidance, documentation	2	
Volunteering activity carried out within the host organisation: contributions to the organisation's communication, media-content production, event support, social campaigns, mentoring, etc. (minimum 28 hours of actual activity per semester).	Practical activity in the host organisation, supervision	24	
Drafting the activity report: description of projects, reflection on developed competences, attaching the certificate from the host organisation.	Individual work, drafting	2	
Bibliography: Law no. 78/2014 on the regulation of volunteering activity in Romania. Regulation on the recognition of volunteering activity at Transilvania University of Brasov. Volunteer's Guide - Volunteering Centre of Transilvania University.			

9. Correlation of course content with the demands of the labour market (epistemic communities, professional associations, potential employers in the field of study)

The course offers students the opportunity to valorise their volunteering experience in professional contexts relevant to Digital Media, meeting the expectations of employers in communication, culture, NGOs and the creative industries, who value graduates with practical experience and civic spirit.
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10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade
10.4 Course	Not applicable.	Not applicable	0%

10.5 Seminar/ laboratory/ project	Number of volunteering hours actually performed (minimum 28). Relevance of the activity to the course profile. Quality of the activity report and capacity for reflection on the experience.	Assessment based on the certificate from the host organisation + activity report defended orally	100%
10.6 Minimal performance standard			
Minimum 28 hours of volunteering performed at a host organisation; certificate from the organisation + activity report with reflection on the experience.			

This course outline was certified in the Department Board meeting on 15/09/2025 and approved in the Faculty Board meeting on 18/09/2025

Associate Professor Horia MOASA, Ph.D. Dean	Professor Gabriela RATULEA, Ph.D. Head of Department
- Course holder	Assoc. Prof. Marinela Şimon, PhD Holder of seminar / laboratory / project

Note:

- 31) Field of study – select one of the following options: Bachelor / Master / Doctorat (to be filled in according to the forceful classification list for study programmes);
- 32) Study level – choose from among: Bachelor / Master / Doctorat;
- 33) Course status (content) – for the Bachelor level, select one of the following options: FC (fundamental course) / DC (course in the study domain)/ SC (speciality course)/ CC (complementary course); for the Master level, select one of the following options: PC (proficiency course)/ SC (synthesis course)/ AC (advanced course);
- 34) Course status (attendance type) – select one of the following options: CPC (compulsory course)/ EC (elective course)/ NCPC (non-compulsory course);
- 35) One credit is the equivalent of 30 study hours (teaching activities and individual study).

## COURSE OUTLINE

### 1. Data about the study programme

1.1 Higher education institution	Transilvania University of Brasov
1.2 Faculty	Sociology and Communication
1.3 Department	Social Sciences and Communication
1.4 Field of study <sup>1)</sup>	Communication Sciences, BA
1.5 Study level <sup>2)</sup>	BA
1.6 Study programme/ Qualification	Digital Media (English)

### 2. Data about the course

2.1 Name of course		Advertising Creation and Production						
2.2 Course convenor		Associate Professor Florin NECHITA, Ph.D.						
2.3 Seminar/ laboratory/ project convenor		Associate Professor Florin NECHITA, Ph.D.						
2.4 Study year	II	2.5 Semester	II	2.6 Evaluation type	V	2.7 Course status	Content <sup>3)</sup>	CC
							Attendance type <sup>4)</sup>	EIC

### 3. Total estimated time (hours of teaching activities per semester)

3.1 Number of hours per week	2	out of which: 3.2 lecture	1	3.3 seminar/ laboratory/ project	1
3.4 Total number of hours in the curriculum	28	out of which: 3.5 lecture	14	3.6 seminar/ laboratory/ project	14
Time allocation					hours
Study of textbooks, course support, bibliography and notes					26
Additional documentation in libraries, specialized electronic platforms, and field research					16
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays					16
Tutorial					2
Examinations					2
Other activities.....					0
3.7 Total number of hours of student activity		62			
3.8 Total number per semester		90			
3.9 Number of credits <sup>5)</sup>		3			

### 4. Prerequisites (if applicable)

4.1 curriculum-related	Advanced English level.
4.2 competences-related	Basic knowledge of marketing communication and advertising (Introduction to Advertising, Marketing - taken in Year I).

### 5. Conditions (if applicable)

5.1 for course development	Classroom equipped with laptop and video projector.
5.2 for seminar/ laboratory/ project development	Classroom with laptop, video projector and access to graphic-design / video-editing software.

## 6. Specific competences and learning outcomes

Professional competences	<p>CP.3 Creation and management of content for digital media</p> <p>Knowledge:</p> <ul style="list-style-type: none"> <li>- LO 3.1.1. The student distinguishes between different types of content and modes of expression (text, photography, audio, video).</li> <li>- LO 3.1.2. The student identifies techniques for drafting/structuring content and principles of rhetoric.</li> </ul> <p>Skills:</p> <ul style="list-style-type: none"> <li>- LO 3.2.1. The student applies production practices appropriate to different types of content and media channels.</li> </ul> <p>Responsibility and autonomy:</p> <ul style="list-style-type: none"> <li>- LO 3.3.1. The student produces a content or media product for broadcasting on one or more channels.</li> </ul>
Transversal competences	<p>CT.5 Communication and cooperation in professional contexts</p> <p>Skills:</p> <ul style="list-style-type: none"> <li>- LO 5.1.1. The student uses online tools to communicate and share resources in digital environments.</li> <li>- LO 5.1.2. The student manages systems for storing, selecting, organising, retrieving and distributing information in professional contexts.</li> </ul> <p>Responsibility and autonomy:</p> <ul style="list-style-type: none"> <li>- LO 5.2.1. The student collaborates with others in teams to solve specific professional problems.</li> <li>- LO 5.2.2. The student plans/assumes and meets tight deadlines for professional tasks or projects.</li> <li>- LO 5.2.3. The student demonstrates intercultural sensitivity by participating in different communities and networks.</li> </ul>

## 7. Course objectives (resulting from the specific competences to be acquired)

7.1 General course objective	Understanding the place of communication activities within organisations' marketing strategies and offering an overall perspective on the field of marketing communication and how the promotional mix contributes to fulfilling organisations' objectives in the creative industries and digital media.
7.2 Specific objectives	<ul style="list-style-type: none"> <li>- The fundamentals and basic principles of marketing communication.</li> <li>- Addressing issues related to integrated communication and its relationship with the other functions of organisations.</li> <li>- Understanding ethical and social aspects of advertising creation and production.</li> <li>- Applying copywriting, art-direction and storytelling principles to advertising communication.</li> </ul>

## 8. Content

8.1 Course	Teaching methods	Number of hours	Remarks
1. Defining and the role of creativity in advertising communication. Dimensions of creativity and the creative process	Participatory lecture, problematisation, interactive exposition, exemplification	2	

2. Strategy in advertising. Generating the Big Idea	Participatory lecture, debate, problematisation, web research	2	
3. Copywriting and content writing. Storytelling in advertising	Participatory lecture, debate, interactive exposition, exemplification	2	
4. Art direction and the principles of design in advertising communication. Production of printed materials. Photo and video image processing	Participatory lecture, exposition, problematisation, web research	2	
5. Notions of web design. Communication in social media	Classical lecture, exposition, problematisation, web research	2	
6. Event production	Classical lecture, exposition, problematisation, web research	2	
7. Evaluating the results of advertising campaigns	Classical lecture, exposition, problematisation, web research	2	

**Bibliography:**

Airey, D. (2010). Logo design love. New Riders.

Belch, G. E. et al. (2020). Advertising and promotion: An integrated marketing communications perspective, 4e. McGraw-Hill.

Blakeman, R. (2018). Integrated marketing communication. Rowman & Littlefield.

Clow, K. E., Baack, D. (2018). Integrated advertising, promotion, and marketing communications. Pearson.

Fill, C. et al. (2013). Advertising: strategy, creativity and media. Pearson.

Godin, S. (1999). Permission marketing. Simon & Schuster.

Hackley, C. (2005). Advertising and promotion: Communicating brands. Sage.

Keller, K. (2013). Strategic brand management. Pearson.

Nechita, F. (2020). Comunicarea de marketing a muzeelor in era digitala. Presa Universitara Clujeana.

Nechita, F., Briciu, A. (2013). Mijloace de promovare. Transilvania University Press.

Shimp, T. A., Andrews, J. C. (2013). Advertising, promotion, and other aspects of integrated marketing communications. Cengage.

8.2 Seminar/ laboratory/ project	Teaching-learning methods	Number of hours	Remarks
1. Defining and the role of creativity in advertising communication. The advertising agency and the creative process	Web research, interactive exposition, exemplification	2	
2. Romanian creative campaigns. Generating the Big Idea	Web research, exemplification	2	
3. Copywriting and content writing	Web research, exemplification	2	
4. Art direction and the principles of design. Production of printed materials	Web research, exemplification	2	

5. Notions of web design and social-media communication	Web research, exemplification	2	
6. Event production	Web research, exemplification	2	
7. Evaluating advertising-campaign results	Web research, exemplification	2	
Bibliography: Airey, D. (2010). Logo design love. New Riders. Hoyle, L. H. (2002). Event marketing. Wiley. Migdalovici, T., Nechita, F. (2014). Rebranding Brasov. Transilvania University Press. Morgan, T. (2016). Visual Merchandising. Third Edition. Laurence King.			

9. Correlation of course content with the demands of the labour market (epistemic communities, professional associations, potential employers in the field of study)

The course content is aligned with the requirements of employers in the advertising industry (agencies, corporate communication departments) and with international professional practices. The course is adapted from the model taught in the Business Administration (English) programme, FEBAA.

#### 10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade
10.4 Course	Understanding of advertising-communication concepts and creative strategy.	Colloquium	40%
10.5 Seminar/ laboratory/ project	Producing and presenting an advertising-campaign project (Big Idea concept + executions for 2-3 channels).	Individual / team project, oral presentation	60%
10.6 Minimal performance standard			
Understanding the main advertising-communication concepts; producing a campaign project with a Big Idea and at least two executions; minimum 50% of the total score.			

This course outline was certified in the Department Board meeting on 15/09/2025 and approved in the Faculty Board meeting on 18/09/2025

Associate Professor Horia MOASA, Ph.D. Dean	Professor Gabriela RATULEA, Ph.D. Head of Department
Associate Professor Florin NECHITA, Ph.D. Course holder	Associate Professor Florin NECHITA, Ph.D. Holder of seminar / laboratory / project

Note:

- 36) Field of study – select one of the following options: Bachelor / Master / Doctorat (to be filled in according to the forceful classification list for study programmes);
- <sup>37)</sup> Study level – choose from among: Bachelor / Master / Doctorat;
- <sup>38)</sup> Course status (content) – for the Bachelor level, select one of the following options: FC (fundamental course) / DC (course in the study domain)/ SC (speciality course)/ CC (complementary course); for the Master level, select one of the following options: PC (proficiency course)/ SC (synthesis course)/ AC (advanced course);
- <sup>39)</sup> Course status (attendance type) – select one of the following options: CPC (compulsory course)/ EC (elective course)/ NCPC (non-compulsory course);
- <sup>40)</sup> One credit is the equivalent of 30 study hours (teaching activities and individual study).

## COURSE OUTLINE

### 1. Data about the study programme

1.1 Higher education institution	Transilvania University of Brasov
1.2 Faculty	Sociology and Communication
1.3 Department	Social Sciences and Communication
1.4 Field of study <sup>1)</sup>	Communication Sciences, BA
1.5 Study level <sup>2)</sup>	BA
1.6 Study programme/ Qualification	Digital Media (English)

### 2. Data about the course

2.1 Name of course		Romance Languages - French						
2.2 Course convenor		Lecturer Iringo CORA, Ph.D.						
2.3 Seminar/ laboratory/ project convenor		Lecturer Iringo CORA, Ph.D.						
2.4 Study year	II	2.5 Semester	II	2.6 Evaluation type	V	2.7 Course status	Content <sup>3)</sup>	CC
							Attendance type <sup>4)</sup>	EIC

### 3. Total estimated time (hours of teaching activities per semester)

3.1 Number of hours per week	2	out of which: 3.2 lecture	1	3.3 seminar/ laboratory/ project	1
3.4 Total number of hours in the curriculum	28	out of which: 3.5 lecture	14	3.6 seminar/ laboratory/ project	14
Time allocation					hours
Study of textbooks, course support, bibliography and notes					14
Additional documentation in libraries, specialized electronic platforms, and field research					8
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays					8
Tutorial					0
Examinations					2
Other activities.....					0
3.7 Total number of hours of student activity		32			
3.8 Total number per semester		60			
3.9 Number of credits <sup>5)</sup>		2			

### 4. Prerequisites (if applicable)

4.1 curriculum-related	Not applicable (elective course).
4.2 competences-related	Basic knowledge of a Latin/Romance language. Target level: B1 CEFR. Interest in European culture and civilisation.

### 5. Conditions (if applicable)

5.1 for course development	Classroom with video projector, blackboard and internet access to multimedia resources in the language studied.
5.2 for seminar/ laboratory/ project development	Seminar room with video projector and access to authentic materials (press, TV, podcast) in the language studied.

## 6. Specific competences and learning outcomes

Professional competences	<p>CP.1 Identification and use of language, methodologies and specialised knowledge in communication sciences</p> <p>Knowledge:</p> <ul style="list-style-type: none"> <li>- LO 1.1.1. The student identifies elements of specialised language in the foreign language studied.</li> </ul> <p>Skills:</p> <ul style="list-style-type: none"> <li>- LO 1.2.1. The student applies correct lexical and grammatical structures in the foreign language to draft professional texts.</li> </ul> <p>Responsibility and autonomy:</p> <ul style="list-style-type: none"> <li>- LO 1.3.1. The student autonomously uses foreign-language resources (dictionaries, databases, media sources) for professional documentation.</li> </ul>
Transversal competences	<p>CT.5 Communication and cooperation in professional contexts</p> <p>Skills:</p> <ul style="list-style-type: none"> <li>- LO 5.1.1. The student uses online tools to communicate and share resources in digital environments.</li> <li>- LO 5.1.2. The student manages systems for storing, selecting, organising, retrieving and distributing information in professional contexts.</li> </ul> <p>Responsibility and autonomy:</p> <ul style="list-style-type: none"> <li>- LO 5.2.1. The student collaborates with others in teams to solve specific professional problems.</li> <li>- LO 5.2.2. The student plans/assumes and meets tight deadlines for professional tasks or projects.</li> <li>- LO 5.2.3. The student demonstrates intercultural sensitivity by participating in different communities and networks.</li> </ul>

## 7. Course objectives (resulting from the specific competences to be acquired)

7.1 General course objective	Developing communication competence in the studied Romance language at CEFR level B1, with cultural insertions on the civilisation of the respective country. Focus on the vocabulary and discourse specific to digital media and professional communication.
7.2 Specific objectives	<ul style="list-style-type: none"> <li>- Acquiring grammatical structures specific to level B1.</li> <li>- Enriching professional and media vocabulary.</li> <li>- Developing skills for critical reading of the foreign-language press.</li> <li>- Familiarisation with civilisation: French media system (Le Monde, Liberation, AFP); Francophonie.</li> <li>- Intercultural awareness and preparation for Erasmus+ mobility.</li> </ul>

## 8. Content

8.1 Course	Teaching methods	Number of hours	Remarks
Past tenses: imparfait vs. passe compose. Cultural insert: history of the French press	Conversation workshop / Interactive	2	
The conditional: hypothesis, politeness, unconfirmed information	Conversation workshop / Interactive	2	
Compound relative pronouns (lequel, dont, ou)	Conversation workshop / Interactive	2	

The passive voice. Cultural insert: journalistic style in the French press	Conversation workshop / Interactive	2	
Expressing cause and consequence	Conversation workshop / Interactive	2	
Expressing purpose and condition	Conversation workshop / Interactive	2	
Vocabulary of politics, institutions and public media	Conversation workshop / Interactive	2	
Bibliography: Common European Framework of Reference for Languages (CEFR). Authentic resources: press, TV, podcasts in the language studied. Textbooks recommended by the teacher according to level.			
8.2 Seminar/ laboratory/ project	Teaching-learning methods	Number of hours	Remarks
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Bibliography: Authentic multimedia resources (online press, public TV, podcasts). Articles from prestigious publications in the language area studied.			

9. Correlation of course content with the demands of the labour market (epistemic communities, professional associations, potential employers in the field of study)

Knowledge of a second Romance language opens professional opportunities in European mass-media, international communication agencies and transnational audiovisual productions. The course prepares students for Erasmus+ mobility in the Romance-speaking area.

#### 10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade
10.4 Course	Knowledge of the lexical and grammatical structures presented in the course.	Continuous assessment, colloquium	50%

10.5 Seminar/ laboratory/ project	Correct application of structures; oral and written expression ability; active participation.	Continuous assessment, practical applications	50%
10.6 Minimal performance standard			
Oral and written expression ability at level B1; minimum 50% of the total score.			

This course outline was certified in the Department Board meeting on 15/09/2025 and approved in the Faculty Board meeting on 18/09/2025

Associate Professor Horia MOASA, Ph.D. Dean	Professor Gabriela RATULEA, Ph.D. Head of Department
Lecturer Iringo CORA, Ph.D. Course holder	Lecturer Iringo CORA, Ph.D. Holder of seminar / laboratory / project

Note:

- 41) Field of study – select one of the following options: Bachelor / Master / Doctorat (to be filled in according to the forceful classification list for study programmes);
- 42) Study level – choose from among: Bachelor / Master / Doctorat;
- 43) Course status (content) – for the Bachelor level, select one of the following options: FC (fundamental course) / DC (course in the study domain)/ SC (speciality course)/ CC (complementary course); for the Master level, select one of the following options: PC (proficiency course)/ SC (synthesis course)/ AC (advanced course);
- 44) Course status (attendance type) – select one of the following options: CPC (compulsory course)/ EC (elective course)/ NCPC (non-compulsory course);
- 45) One credit is the equivalent of 30 study hours (teaching activities and individual study).

## COURSE OUTLINE

### 1. Data about the study programme

1.1 Higher education institution	Transilvania University of Brasov
1.2 Faculty	Sociology and Communication
1.3 Department	Social Sciences and Communication
1.4 Field of study <sup>1)</sup>	Communication Sciences, BA
1.5 Study level <sup>2)</sup>	BA
1.6 Study programme/ Qualification	Digital Media (English)

### 2. Data about the course

2.1 Name of course		Romance Languages - Italian						
2.2 Course convenor		Lecturer Florin Dumitrescu						
2.3 Seminar/ laboratory/ project convenor		Lecturer Florin Dumitrescu						
2.4 Study year	II	2.5 Semester	II	2.6 Evaluation type	V	2.7 Course status	Content <sup>3)</sup>	CC
							Attendance type <sup>4)</sup>	EIC

### 3. Total estimated time (hours of teaching activities per semester)

3.1 Number of hours per week	2	out of which: 3.2 lecture	1	3.3 seminar/ laboratory/ project	1
3.4 Total number of hours in the curriculum	28	out of which: 3.5 lecture	14	3.6 seminar/ laboratory/ project	14
Time allocation					hours
Study of textbooks, course support, bibliography and notes					14
Additional documentation in libraries, specialized electronic platforms, and field research					8
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays					8
Tutorial					0
Examinations					2
Other activities.....					0
3.7 Total number of hours of student activity		32			
3.8 Total number per semester		60			
3.9 Number of credits <sup>5)</sup>		2			

### 4. Prerequisites (if applicable)

4.1 curriculum-related	Not applicable (elective course).
4.2 competences-related	Basic knowledge of a Latin/Romance language. Target level: A2+ CEFR. Interest in European culture and civilisation.

### 5. Conditions (if applicable)

5.1 for course development	Classroom with video projector, blackboard and internet access to multimedia resources in the language studied.
5.2 for seminar/ laboratory/ project development	Seminar room with video projector and access to authentic materials (press, TV, podcast) in the language studied.

## 6. Specific competences and learning outcomes

Professional competences	<p>CP.1 Identification and use of language, methodologies and specialised knowledge in communication sciences</p> <p>Knowledge:</p> <ul style="list-style-type: none"> <li>- LO 1.1.1. The student identifies elements of specialised language in the foreign language studied.</li> </ul> <p>Skills:</p> <ul style="list-style-type: none"> <li>- LO 1.2.1. The student applies correct lexical and grammatical structures in the foreign language to draft professional texts.</li> </ul> <p>Responsibility and autonomy:</p> <ul style="list-style-type: none"> <li>- LO 1.3.1. The student autonomously uses foreign-language resources (dictionaries, databases, media sources) for professional documentation.</li> </ul>
Transversal competences	<p>CT.5 Communication and cooperation in professional contexts</p> <p>Skills:</p> <ul style="list-style-type: none"> <li>- LO 5.1.1. The student uses online tools to communicate and share resources in digital environments.</li> <li>- LO 5.1.2. The student manages systems for storing, selecting, organising, retrieving and distributing information in professional contexts.</li> </ul> <p>Responsibility and autonomy:</p> <ul style="list-style-type: none"> <li>- LO 5.2.1. The student collaborates with others in teams to solve specific professional problems.</li> <li>- LO 5.2.2. The student plans/assumes and meets tight deadlines for professional tasks or projects.</li> <li>- LO 5.2.3. The student demonstrates intercultural sensitivity by participating in different communities and networks.</li> </ul>

## 7. Course objectives (resulting from the specific competences to be acquired)

7.1 General course objective	Developing communication competence in the studied Romance language at CEFR level A2+, with cultural insertions on the civilisation of the respective country. Focus on the vocabulary and discourse specific to digital media and professional communication.
7.2 Specific objectives	<ul style="list-style-type: none"> <li>- Acquiring grammatical structures specific to level A2+.</li> <li>- Enriching professional and media vocabulary.</li> <li>- Developing skills for critical reading of the foreign-language press.</li> <li>- Familiarisation with civilisation: Italian media (RAI, Mediaset); Italian cinema.</li> <li>- Intercultural awareness and preparation for Erasmus+ mobility.</li> </ul>

## 8. Content

8.1 Course	Teaching methods	Number of hours	Remarks
Passato prossimo: avere/essere auxiliaries. Cultural insert: history of Italian media	Conversation workshop / Interactive	2	
Imperfetto vs. passato prossimo. Cultural insert: Italian neo-realist cinema	Conversation workshop / Interactive	2	
Futuro semplice. Cultural insert: Milan's fashion industry	Conversation workshop / Interactive	2	

Direct and indirect pronouns	Conversation workshop / Interactive	2	
Comparatives and superlatives	Conversation workshop / Interactive	2	
Media vocabulary: print, TV, radio	Conversation workshop / Interactive	2	
Reading short articles: La Repubblica, Corriere della Sera	Conversation workshop / Interactive	2	
Bibliography: Common European Framework of Reference for Languages (CEFR). Authentic resources: press, TV, podcasts in the language studied. Textbooks recommended by the teacher according to level.			
8.2 Seminar/ laboratory/ project	Teaching-learning methods	Number of hours	Remarks
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Bibliography: Authentic multimedia resources (online press, public TV, podcasts). Articles from prestigious publications in the language area studied.			

9. Correlation of course content with the demands of the labour market (epistemic communities, professional associations, potential employers in the field of study)

Knowledge of a second Romance language opens professional opportunities in European mass-media, international communication agencies and transnational audiovisual productions. The course prepares students for Erasmus+ mobility in the Romance-speaking area.

10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade
10.4 Course	Knowledge of the lexical and grammatical structures presented in the course.	Continuous assessment, colloquium	50%

10.5 Seminar/ laboratory/ project	Correct application of structures; oral and written expression ability; active participation.	Continuous assessment, practical applications	50%
10.6 Minimal performance standard			
Oral and written expression ability at level A2+; minimum 50% of the total score.			

This course outline was certified in the Department Board meeting on 15/09/2025 and approved in the Faculty Board meeting on 18/09/2025

Associate Professor Horia MOASA, Ph.D. Dean	Professor Gabriela RATULEA, Ph.D. Head of Department
Lecturer Florin Dumitrescu Course holder	Lecturer Florin Dumitrescu Holder of seminar / laboratory / project

Note:

- 46) Field of study – select one of the following options: Bachelor / Master / Doctorat (to be filled in according to the forceful classification list for study programmes);
- 47) Study level – choose from among: Bachelor / Master / Doctorat;
- 48) Course status (content) – for the Bachelor level, select one of the following options: FC (fundamental course) / DC (course in the study domain)/ SC (speciality course)/ CC (complementary course); for the Master level, select one of the following options: PC (proficiency course)/ SC (synthesis course)/ AC (advanced course);
- 49) Course status (attendance type) – select one of the following options: CPC (compulsory course)/ EC (elective course)/ NCPC (non-compulsory course);
- 50) One credit is the equivalent of 30 study hours (teaching activities and individual study).

## COURSE OUTLINE

### 1. Data about the study programme

1.1 Higher education institution	Transilvania University of Brasov
1.2 Faculty	Sociology and Communication
1.3 Department	Social Sciences and Communication
1.4 Field of study <sup>1)</sup>	Communication Sciences, BA
1.5 Study level <sup>2)</sup>	BA
1.6 Study programme/ Qualification	Digital Media (English)

### 2. Data about the course

2.1 Name of course		Romance Languages - Spanish						
2.2 Course convenor		Lecturer Raluca ALEXE, Ph.D.						
2.3 Seminar/ laboratory/ project convenor		Lecturer Raluca ALEXE, Ph.D.						
2.4 Study year	II	2.5 Semester	II	2.6 Evaluation type	V	2.7 Course status	Content <sup>3)</sup>	CC
							Attendance type <sup>4)</sup>	EIC

### 3. Total estimated time (hours of teaching activities per semester)

3.1 Number of hours per week	2	out of which: 3.2 lecture	1	3.3 seminar/ laboratory/ project	1
3.4 Total number of hours in the curriculum	28	out of which: 3.5 lecture	14	3.6 seminar/ laboratory/ project	14
Time allocation					hours
Study of textbooks, course support, bibliography and notes					14
Additional documentation in libraries, specialized electronic platforms, and field research					8
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays					8
Tutorial					0
Examinations					2
Other activities.....					0
3.7 Total number of hours of student activity	32				
3.8 Total number per semester	60				
3.9 Number of credits <sup>5)</sup>	2				

### 4. Prerequisites (if applicable)

4.1 curriculum-related	Not applicable (elective course).
4.2 competences-related	Basic knowledge of a Latin/Romance language. Target level: B1 CEFR. Interest in European culture and civilisation.

### 5. Conditions (if applicable)

5.1 for course development	Classroom with video projector, blackboard and internet access to multimedia resources in the language studied.
5.2 for seminar/ laboratory/ project development	Seminar room with video projector and access to authentic materials (press, TV, podcast) in the language studied.

## 6. Specific competences and learning outcomes

Professional competences	<p>CP.1 Identification and use of language, methodologies and specialised knowledge in communication sciences</p> <p>Knowledge:</p> <ul style="list-style-type: none"> <li>- LO 1.1.1. The student identifies elements of specialised language in the foreign language studied.</li> </ul> <p>Skills:</p> <ul style="list-style-type: none"> <li>- LO 1.2.1. The student applies correct lexical and grammatical structures in the foreign language to draft professional texts.</li> </ul> <p>Responsibility and autonomy:</p> <ul style="list-style-type: none"> <li>- LO 1.3.1. The student autonomously uses foreign-language resources (dictionaries, databases, media sources) for professional documentation.</li> </ul>
Transversal competences	<p>CT.5 Communication and cooperation in professional contexts</p> <p>Skills:</p> <ul style="list-style-type: none"> <li>- LO 5.1.1. The student uses online tools to communicate and share resources in digital environments.</li> <li>- LO 5.1.2. The student manages systems for storing, selecting, organising, retrieving and distributing information in professional contexts.</li> </ul> <p>Responsibility and autonomy:</p> <ul style="list-style-type: none"> <li>- LO 5.2.1. The student collaborates with others in teams to solve specific professional problems.</li> <li>- LO 5.2.2. The student plans/assumes and meets tight deadlines for professional tasks or projects.</li> <li>- LO 5.2.3. The student demonstrates intercultural sensitivity by participating in different communities and networks.</li> </ul>

## 7. Course objectives (resulting from the specific competences to be acquired)

7.1 General course objective	Developing communication competence in the studied Romance language at CEFR level B1, with cultural insertions on the civilisation of the respective country. Focus on the vocabulary and discourse specific to digital media and professional communication.
7.2 Specific objectives	<ul style="list-style-type: none"> <li>- Acquiring grammatical structures specific to level B1.</li> <li>- Enriching professional and media vocabulary.</li> <li>- Developing skills for critical reading of the foreign-language press.</li> <li>- Familiarisation with civilisation: Hispanic creative industries; Spanish and Latin American cinema.</li> <li>- Intercultural awareness and preparation for Erasmus+ mobility.</li> </ul>

## 8. Content

8.1 Course	Teaching methods	Number of hours	Remarks
Future and conditional. Hypothesis and probability	Conversation workshop / Interactive	2	
Subjuntivo in subordinate clauses	Conversation workshop / Interactive	2	
Reported speech. Cultural insert: Hispanic print press	Conversation workshop / Interactive	2	

Discourse markers and argumentation	Conversation workshop / Interactive	2	
Vocabulary of culture and creative industries	Conversation workshop / Interactive	2	
Analysis of a press article from El Pais	Conversation workshop / Interactive	2	
Drafting a short news item in Spanish	Conversation workshop / Interactive	2	
Bibliography: Common European Framework of Reference for Languages (CEFR). Authentic resources: press, TV, podcasts in the language studied. Textbooks recommended by the teacher according to level.			
8.2 Seminar/ laboratory/ project	Teaching-learning methods	Number of hours	Remarks
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Bibliography: Authentic multimedia resources (online press, public TV, podcasts). Articles from prestigious publications in the language area studied.			

9. Correlation of course content with the demands of the labour market (epistemic communities, professional associations, potential employers in the field of study)

Knowledge of a second Romance language opens professional opportunities in European mass-media, international communication agencies and transnational audiovisual productions. The course prepares students for Erasmus+ mobility in the Romance-speaking area.

10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade
10.4 Course	Knowledge of the lexical and grammatical structures presented in the course.	Continuous assessment, colloquium	50%

10.5 Seminar/ laboratory/ project	Correct application of structures; oral and written expression ability; active participation.	Continuous assessment, practical applications	50%
10.6 Minimal performance standard			
Oral and written expression ability at level B1; minimum 50% of the total score.			

This course outline was certified in the Department Board meeting on 15/09/2025 and approved in the Faculty Board meeting on 18/09/2025

Associate Professor Horia MOASA, Ph.D. Dean	Professor Gabriela RATULEA, Ph.D. Head of Department
Lecturer Raluca ALEXE, Ph.D. Course holder	Lecturer Raluca ALEXE, Ph.D. Holder of seminar / laboratory / project

Note:

- 51) Field of study – select one of the following options: Bachelor / Master / Doctorat (to be filled in according to the forceful classification list for study programmes);
- <sup>52)</sup> Study level – choose from among: Bachelor / Master / Doctorat;
- <sup>53)</sup> Course status (content) – for the Bachelor level, select one of the following options: FC (fundamental course) / DC (course in the study domain)/ SC (speciality course)/ CC (complementary course); for the Master level, select one of the following options: PC (proficiency course)/ SC (synthesis course)/ AC (advanced course);
- <sup>54)</sup> Course status (attendance type) – select one of the following options: CPC (compulsory course)/ EC (elective course)/ NCPC (non-compulsory course);
- <sup>55)</sup> One credit is the equivalent of 30 study hours (teaching activities and individual study).

## COURSE OUTLINE

### 1. Data about the study programme

1.1 Higher education institution	Transilvania University of Brasov
1.2 Faculty	Sociology and Communication
1.3 Department	Social Sciences and Communication
1.4 Field of study <sup>1)</sup>	Communication Sciences, BA
1.5 Study level <sup>2)</sup>	BA
1.6 Study programme/ Qualification	Digital Media (English)

### 2. Data about the course

2.1 Name of course		Intercomprehension						
2.2 Course convenor		Lecturer Iringo CORA, Ph.D.						
2.3 Seminar/ laboratory/ project convenor		Lecturer Iringo CORA, Ph.D.						
2.4 Study year	II	2.5 Semester	II	2.6 Evaluation type	V	2.7 Course status	Content <sup>3)</sup>	CC
							Attendance type <sup>4)</sup>	EIC

### 3. Total estimated time (hours of teaching activities per semester)

3.1 Number of hours per week	2	out of which: 3.2 lecture	1	3.3 seminar/ laboratory/ project	1
3.4 Total number of hours in the curriculum	28	out of which: 3.5 lecture	14	3.6 seminar/ laboratory/ project	14
Time allocation					hours
Study of textbooks, course support, bibliography and notes					14
Additional documentation in libraries, specialized electronic platforms, and field research					8
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays					8
Tutorial					0
Examinations					2
Other activities.....					0
3.7 Total number of hours of student activity		32			
3.8 Total number per semester		60			
3.9 Number of credits <sup>5)</sup>		2			

### 4. Prerequisites (if applicable)

4.1 curriculum-related	Basic knowledge of French, Italian or Spanish (A2+ level).
4.2 competences-related	Linguistic and cultural curiosity; openness to simultaneously learning several related languages.

### 5. Conditions (if applicable)

5.1 for course development	Classroom with video projector and laptop, internet access to multilingual resources.
5.2 for seminar/ laboratory/ project development	Seminar room with video projector and computers; access to Eu+I, EuroComRom, Galanet platforms.

## 6. Specific competences and learning outcomes

Professional competences	<p>CP.1 Identification and use of language, methodologies and specialised knowledge in communication sciences</p> <p>Knowledge:</p> <ul style="list-style-type: none"> <li>- LO 1.1.1. The student identifies elements of specialised language in the foreign language studied.</li> </ul> <p>Skills:</p> <ul style="list-style-type: none"> <li>- LO 1.2.1. The student applies correct lexical and grammatical structures in the foreign language to draft professional texts.</li> </ul> <p>Responsibility and autonomy:</p> <ul style="list-style-type: none"> <li>- LO 1.3.1. The student autonomously uses foreign-language resources (dictionaries, databases, media sources) for professional documentation.</li> </ul>
Transversal competences	<p>CT.5 Communication and cooperation in professional contexts</p> <p>Skills:</p> <ul style="list-style-type: none"> <li>- LO 5.1.1. The student uses online tools to communicate and share resources in digital environments.</li> <li>- LO 5.1.2. The student manages systems for storing, selecting, organising, retrieving and distributing information in professional contexts.</li> </ul> <p>Responsibility and autonomy:</p> <ul style="list-style-type: none"> <li>- LO 5.2.1. The student collaborates with others in teams to solve specific professional problems.</li> <li>- LO 5.2.2. The student plans/assumes and meets tight deadlines for professional tasks or projects.</li> <li>- LO 5.2.3. The student demonstrates intercultural sensitivity by participating in different communities and networks.</li> </ul>

## 7. Course objectives (resulting from the specific competences to be acquired)

7.1 General course objective	Developing intercomprehension competence between Romance languages (French, Italian, Spanish, Portuguese, Catalan, Romanian), with a view to enabling students to understand texts and discourse in several Romance languages from knowledge of a single Romance language - an essential skill for international media communication.
7.2 Specific objectives	<ul style="list-style-type: none"> <li>- Identifying cognates and lexical transparency between Romance languages.</li> <li>- Applying cross-linguistic reading strategies in several languages.</li> <li>- Decoding the main phonetic and grammatical rules of Romance languages.</li> <li>- Analysing press headlines and media materials in 3-4 Romance languages.</li> <li>- Developing a multilingual and intercultural attitude specific to the Romance-language space.</li> </ul>

## 8. Content

8.1 Course	Teaching methods	Number of hours	Remarks
Intercomprehension: concept, history, relevance for European professional communication	Lecture, exemplification	2	
The Romance-language family: Latin as a common root, differentiated evolutions	Lecture, comparative analysis	2	

Lexical transparency: cognates, false cognates, international words	Lecture, exercises	2	
Phonetic correspondence rules between Romance languages	Lecture, exemplification	2	
Comparative grammar: the article, the noun, the adjective, verbs	Lecture, exercises	2	
Cross-linguistic reading strategies in press texts	Lecture, content analysis	2	
Synthesis and applications: analysis of press headlines in 4 Romance languages	Lecture, teamwork	2	
Bibliography: Doye, P. (2005). Intercomprehension. Council of Europe Publishing. Klein, H., Stegmann, T. (2000). EuroComRom: Die sieben Siebe. Shaker. Capucho, F., Castagne, E. (eds.) (2007). EuroCom for European Intercomprehension. Shaker. Castagne, E. (2007). Inter-roman: intercomprehension entre les langues romanes. Reims.			
8.2 Seminar/ laboratory/ project	Teaching-learning methods	Number of hours	Remarks
Lexical-transparency test: identifying cognates in word lists in 4 Romance languages	Practical exercises, individual work	2	
Reading a simple press text in Italian starting from knowledge of French/Romanian	Guided reading, individual work	2	
Reading a simple press text in Spanish starting from knowledge of French/Italian	Guided reading, individual work	2	
Reading a simple press text in Portuguese starting from knowledge of Spanish/Italian	Guided reading, individual work	2	
Comparative grammar exercises: identifying verb structures	Exercises, teamwork	2	
Simultaneous analysis of TV5Monde, RAI News, RTVE, RTP headlines (multilingualism in media)	Media analysis, debate	2	
Final project: analysis of a European news story in 4 Romance languages and production of a summary	Teamwork, presentation	2	
Bibliography: Eu+I Platform: <a href="http://www.eu-intercomprehension.eu">www.eu-intercomprehension.eu</a> . Galanet: <a href="http://galanet.eu">galanet.eu</a> . EuroComRom: <a href="http://www.eurocomrom.eu">www.eurocomrom.eu</a> .			

9. Correlation of course content with the demands of the labour market (epistemic communities, professional associations, potential employers in the field of study)

Intercomprehension responds to the professional challenges of European multilingual communication and to the need for media professionals capable of monitoring information sources in several Romance languages. The course is aligned with European policies promoting multilingualism in the media space.

#### 10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade
10.4 Course	Knowledge of intercomprehension principles and the rules of lexical and grammatical transparency.	Colloquium / multiple-choice test	40%
10.5 Seminar/ laboratory/ project	Ability to read and interpret texts in 3-4 Romance languages. Completion of the final project.	Practical work + final project	60%
10.6 Minimal performance standard			
Reading a simple text in 3 Romance languages; submission of a mini multilingual-analysis project; minimum 50% of the total score.			

This course outline was certified in the Department Board meeting on 15/09/2025 and approved in the Faculty Board meeting on 18/09/2025

Associate Professor Horia MOASA, Ph.D. Dean	Professor Gabriela RATULEA, Ph.D. Head of Department
Lecturer Iringo CORA, Ph.D. Course holder	Lecturer Iringo CORA, Ph.D. Holder of seminar / laboratory / project

#### Note:

- 56) Field of study – select one of the following options: Bachelor / Master / Doctorat (to be filled in according to the forceful classification list for study programmes);
- 57) Study level – choose from among: Bachelor / Master / Doctorat;
- 58) Course status (content) – for the Bachelor level, select one of the following options: FC (fundamental course) / DC (course in the study domain)/ SC (speciality course)/ CC (complementary course); for the Master level, select one of the following options: PC (proficiency course)/ SC (synthesis course)/ AC (advanced course);
- 59) Course status (attendance type) – select one of the following options: CPC (compulsory course)/ EC (elective course)/ NCPC (non-compulsory course);
- 60) One credit is the equivalent of 30 study hours (teaching activities and individual study).

# YEAR 3 - Semester I

## COURSE OUTLINE

### 1. Data about the study programme

1.1 Higher education institution	Transilvania University of Brasov
1.2 Faculty	Sociology and Communication
1.3 Department	Social Sciences and Communication
1.4 Field of study <sup>1)</sup>	Communication Sciences, BA
1.5 Study level <sup>2)</sup>	BA
1.6 Study programme/ Qualification	Digital Media (English)

### 2. Data about the course

2.1 Name of course		Volunteering						
2.2 Course convenor		-						
2.3 Seminar/ laboratory/ project convenor		Assoc. Prof. Marinela Şimon, PhD						
2.4 Study year	III	2.5 Semester	I	2.6 Evaluation type	V	2.7 Course status	Content <sup>3)</sup>	CC
							Attendance type <sup>4)</sup>	EIC

### 3. Total estimated time (hours of teaching activities per semester)

3.1 Number of hours per week	2	out of which: 3.2 lecture	0	3.3 seminar/ laboratory/ project	0
3.4 Total number of hours in the curriculum	28	out of which: 3.5 lecture	0	3.6 seminar/ laboratory/ project	0
Time allocation					hours
Study of textbooks, course support, bibliography and notes					14
Additional documentation in libraries, specialized electronic platforms, and field research					8
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays					8
Tutorial					0
Examinations					2
Other activities.....					0
3.7 Total number of hours of student activity		32			
3.8 Total number per semester		60			
3.9 Number of credits <sup>5)</sup>		2			

### 4. Prerequisites (if applicable)

4.1 curriculum-related	Not applicable.
4.2 competences-related	Willingness to engage in volunteering activities in fields related to digital media (culture, education, social, environment).

### 5. Conditions (if applicable)

5.1 for course development	Not applicable (the course has no lecture hours).
5.2 for seminar/ laboratory/ project development	Spaces provided by host organisations (NGOs, public institutions, cultural institutions, student associations, newsrooms, agencies). Recognition of volunteering activities is

	based on a certificate from the host organisation, a framework contract signed by the coordinator and an activity report drafted by the student.
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## 6. Specific competences and learning outcomes

Professional competences	<p>CP.3 Creation and management of content for digital media</p> <p>Knowledge:</p> <ul style="list-style-type: none"> <li>- LO 3.1.1. The student distinguishes between different types of content and modes of expression (text, photography, audio, video).</li> <li>- LO 3.1.2. The student identifies techniques for drafting/structuring content and principles of rhetoric.</li> </ul> <p>Skills:</p> <ul style="list-style-type: none"> <li>- LO 3.2.1. The student applies production practices appropriate to different types of content and media channels.</li> </ul> <p>Responsibility and autonomy:</p> <ul style="list-style-type: none"> <li>- LO 3.3.1. The student produces a content or media product for broadcasting on one or more channels.</li> </ul>
Transversal competences	<p>CT.5 Communication and cooperation in professional contexts</p> <p>Skills:</p> <ul style="list-style-type: none"> <li>- LO 5.1.1. The student uses online tools to communicate and share resources in digital environments.</li> <li>- LO 5.1.2. The student manages systems for storing, selecting, organising, retrieving and distributing information in professional contexts.</li> </ul> <p>Responsibility and autonomy:</p> <ul style="list-style-type: none"> <li>- LO 5.2.1. The student collaborates with others in teams to solve specific professional problems.</li> <li>- LO 5.2.2. The student plans/assumes and meets tight deadlines for professional tasks or projects.</li> <li>- LO 5.2.3. The student demonstrates intercultural sensitivity by participating in different communities and networks.</li> </ul>

## 7. Course objectives (resulting from the specific competences to be acquired)

7.1 General course objective	Academic recognition and valorisation of volunteering activities carried out by students in fields related to digital media, communication, culture or social work, with a view to developing transversal competences, civic spirit and integration into the professional community.
7.2 Specific objectives	<ul style="list-style-type: none"> <li>- Developing teamwork and professional-communication competences.</li> <li>- Applying academic knowledge in real contexts (NGOs, events, communication campaigns, media production).</li> <li>- Developing civic spirit and sensitivity to social issues.</li> <li>- Building a professional portfolio of relevant experiences.</li> <li>- Fostering autonomy and responsibility.</li> </ul>

## 8. Content

8.1 Course	Teaching methods	Number of hours	Remarks
The course has no lecture hours.	-	0	

Bibliography: Not applicable.			
8.2 Seminar/ laboratory/ project	Teaching-learning methods	Number of hours	Remarks
Identifying a host organisation relevant to the field (NGO, cultural institution, newsroom, agency, student association). Signing the volunteering framework contract.	Individual guidance, documentation	2	
Volunteering activity carried out within the host organisation: contributions to the organisation's communication, media-content production, event support, social campaigns, mentoring, etc. (minimum 28 hours of actual activity per semester).	Practical activity in the host organisation, supervision	24	
Drafting the activity report: description of projects, reflection on developed competences, attaching the certificate from the host organisation.	Individual work, drafting	2	
Bibliography: Law no. 78/2014 on the regulation of volunteering activity in Romania. Regulation on the recognition of volunteering activity at Transilvania University of Brasov. Volunteer's Guide - Volunteering Centre of Transilvania University.			

9. Correlation of course content with the demands of the labour market (epistemic communities, professional associations, potential employers in the field of study)

The course offers students the opportunity to valorise their volunteering experience in professional contexts relevant to Digital Media, meeting the expectations of employers in communication, culture, NGOs and the creative industries, who value graduates with practical experience and civic spirit.
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10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade
10.4 Course	Not applicable.	Not applicable	0%

10.5 Seminar/ laboratory/ project	Number of volunteering hours actually performed (minimum 28). Relevance of the activity to the course profile. Quality of the activity report and capacity for reflection on the experience.	Assessment based on the certificate from the host organisation + activity report defended orally	100%
10.6 Minimal performance standard			
Minimum 28 hours of volunteering performed at a host organisation; certificate from the organisation + activity report with reflection on the experience.			

This course outline was certified in the Department Board meeting on 15/09/2025 and approved in the Faculty Board meeting on 18/09/2025

Associate Professor Horia MOASA, Ph.D. Dean	Professor Gabriela RATULEA, Ph.D. Head of Department
- Course holder	Assoc. Prof. Marinela Şimon, PhD Holder of seminar / laboratory / project

Note:

- 61) Field of study – select one of the following options: Bachelor / Master / Doctorat (to be filled in according to the forceful classification list for study programmes);
- 62) Study level – choose from among: Bachelor / Master / Doctorat;
- 63) Course status (content) – for the Bachelor level, select one of the following options: FC (fundamental course) / DC (course in the study domain)/ SC (speciality course)/ CC (complementary course); for the Master level, select one of the following options: PC (proficiency course)/ SC (synthesis course)/ AC (advanced course);
- 64) Course status (attendance type) – select one of the following options: CPC (compulsory course)/ EC (elective course)/ NCPC (non-compulsory course);
- 65) One credit is the equivalent of 30 study hours (teaching activities and individual study).

## COURSE OUTLINE

### 1. Data about the study programme

1.1 Higher education institution	Transilvania University of Brasov
1.2 Faculty	Sociology and Communication
1.3 Department	Social Sciences and Communication
1.4 Field of study <sup>1)</sup>	Communication Sciences, BA
1.5 Study level <sup>2)</sup>	BA
1.6 Study programme/ Qualification	Digital Media (English)

### 2. Data about the course

2.1 Name of course		Human Resources Management						
2.2 Course convenor		Lecturer Cristina NICOLAU, Ph.D.						
2.3 Seminar/ laboratory/ project convenor		Lecturer Cristina NICOLAU, Ph.D.						
2.4 Study year	III	2.5 Semester	I	2.6 Evaluation type	V	2.7 Course status	Content <sup>3)</sup>	CC
							Attendance type <sup>4)</sup>	EIC

### 3. Total estimated time (hours of teaching activities per semester)

3.1 Number of hours per week	4	out of which: 3.2 lecture	2	3.3 seminar/ laboratory/ project	2
3.4 Total number of hours in the curriculum	56	out of which: 3.5 lecture	28	3.6 seminar/ laboratory/ project	28
Time allocation					hours
Study of textbooks, course support, bibliography and notes					14
Additional documentation in libraries, specialized electronic platforms, and field research					10
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays					8
Tutorial					0
Examinations					2
Other activities.....					0
3.7 Total number of hours of student activity		34			
3.8 Total number per semester		90			
3.9 Number of credits <sup>5)</sup>		3			

### 4. Prerequisites (if applicable)

4.1 curriculum-related	Not applicable (elective course).
4.2 competences-related	Basic knowledge of organisational communication and organisational behaviour; interest in a career in media HR or internal-communication departments.

### 5. Conditions (if applicable)

5.1 for course development	Classroom with video projector and internet connection.
5.2 for seminar/ laboratory/ project development	Seminar room with video projector; flexible space for simulation exercises (interview, evaluation, feedback).

## 6. Specific competences and learning outcomes

Professional competences	<p>CP.2 Strategic planning of communication activities through digital media</p> <p>Knowledge:</p> <ul style="list-style-type: none"> <li>- LO 2.1.1. The student identifies the main theories, models and elements of communication.</li> </ul> <p>Skills:</p> <ul style="list-style-type: none"> <li>- LO 2.2.1. The student selects the models that explain a communication situation in a professional context.</li> </ul> <p>Responsibility and autonomy:</p> <ul style="list-style-type: none"> <li>- LO 2.3.2. The student uses communication models and media theories to design media plans.</li> </ul>
Transversal competences	<p>CT.5 Communication and cooperation in professional contexts</p> <p>Skills:</p> <ul style="list-style-type: none"> <li>- LO 5.1.1. The student uses online tools to communicate and share resources in digital environments.</li> <li>- LO 5.1.2. The student manages systems for storing, selecting, organising, retrieving and distributing information in professional contexts.</li> </ul> <p>Responsibility and autonomy:</p> <ul style="list-style-type: none"> <li>- LO 5.2.1. The student collaborates with others in teams to solve specific professional problems.</li> <li>- LO 5.2.2. The student plans/assumes and meets tight deadlines for professional tasks or projects.</li> <li>- LO 5.2.3. The student demonstrates intercultural sensitivity by participating in different communities and networks.</li> </ul>

## 7. Course objectives (resulting from the specific competences to be acquired)

7.1 General course objective	Developing an in-depth understanding of human-resources management in media- and communication-industry organisations, by familiarising students with the processes of recruitment, selection, onboarding, motivation, performance evaluation and professional development in creative and media teams.
7.2 Specific objectives	<ul style="list-style-type: none"> <li>- Knowing the basic concepts of human-resources management: recruitment, selection, onboarding, retention, development.</li> <li>- Understanding the specifics of HR in the creative and media industries (gig economy, freelancing, project teams).</li> <li>- Applying performance-evaluation techniques and constructive feedback.</li> <li>- Developing internal-communication skills and managing organisational culture.</li> <li>- Familiarisation with labour legislation and the ethical norms of the HR profession.</li> </ul>

## 8. Content

8.1 Course	Teaching methods	Number of hours	Remarks
1. Introduction to human-resources management. The role of HR in media and creative organisations	Interactive lecture, exemplification	2	
2. Strategic planning of human resources in the creative industries	Lecture, case studies	2	
3. Personnel recruitment and selection in media (journalists,	Interactive lecture, exemplification	4	

designers, content creators, project managers)			
4. Onboarding and organisational socialisation	Lecture, exemplification	2	
5. Personnel motivation and retention in the creative industries. The specifics of media talent	Lecture, debate	4	
6. Performance evaluation in project teams. Performance indicators in media	Lecture, case studies	4	
7. Professional development and careers in media. Mentoring, coaching, learning & development	Interactive lecture, exemplification	2	
8. Internal communication and organisational culture. Conflict management	Lecture, debate	4	
9. HR analytics. People management in the digital era	Lecture, demonstrations	2	
10. Labour legislation. Ethical and deontological aspects of the HR profession. Review lecture	Lecture, debate	2	
Bibliography: Armstrong, M., Taylor, S. (2020). Armstrong's Handbook of Human Resource Management Practice. 15th ed. Kogan Page. Dessler, G. (2019). Human Resource Management. 16th ed. Pearson. Manolescu, A. (2003). Managementul resurselor umane. Editura Economica. Pânișoara, G., Pânișoara, I. O. (2010). Managementul resurselor umane. Polirom. Cascio, W. F., Boudreau, J. W. (2016). The Search for Global Competence. Journal of World Business. Bersin, J. (2020). HR Technology in the Digital Age. Deloitte Insights.			
8.2 Seminar/ laboratory/ project	Teaching-learning methods	Number of hours	Remarks
Analysis of an HR case in the media industry. Group discussion	Case study, debate	2	
Drafting a job description and recruitment notice for a media role (digital journalist, social-media manager, video editor)	Teamwork, practical exercises	4	
Selection-interview simulation. Roles: recruiter, candidate, observer	Simulation, feedback	4	
Designing an onboarding plan for a new hire in a digital newsroom	Teamwork	2	
Drafting a performance-evaluation plan for a media-project team	Teamwork, practical applications	4	
Constructive-feedback exercises. The DESC technique, the SBI model	Practical exercises, teamwork	4	
Case study: managing a conflict in a production team	Case study, debate	4	

Final project: HR plan for a fictional media organisation	Individual / team project, presentation	4	
Bibliography: Armstrong, M., Taylor, S. (2020). Armstrong's Handbook of Human Resource Management Practice. Kogan Page. Romanian Labour Code (Law no. 53/2003, with subsequent amendments). Pink, D. (2011). Drive: The Surprising Truth About What Motivates Us. Riverhead Books. Buckingham, M., Coffman, C. (2005). First, Break All the Rules. Simon & Schuster.			

9. Correlation of course content with the demands of the labour market (epistemic communities, professional associations, potential employers in the field of study)

The course meets the requirements of employers in the media and communication industry who value graduates with HR competences (managing project teams, recruitment in the creative industries, internal communication). The content is aligned with international practices and with the specifics of the gig economy in digital media.

#### 10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade
10.4 Course	Mastery of HR-management concepts and the ability to apply them to digital-media contexts.	Written examination with open questions and case studies	50%
10.5 Seminar/ laboratory/ project	Quality of the final project (HR plan), active participation in simulations and exercises.	Individual / team project + continuous seminar assessment	50%
10.6 Minimal performance standard			
Mastery of the main HR concepts and submission of an HR plan applicable to a media organisation; obtaining at least 50% of the total score.			

This course outline was certified in the Department Board meeting on 15/09/2025 and approved in the Faculty Board meeting on 18/09/2025

Associate Professor Horia MOASA, Ph.D. Dean	Professor Gabriela RATULEA, Ph.D. Head of Department
Lecturer Cristina NICOLAU, Ph.D. Course holder	Lecturer Cristina NICOLAU, Ph.D. Holder of seminar / laboratory / project

Note:

66) Field of study – select one of the following options: Bachelor / Master / Doctorat (to be filled in according to the forceful classification list for study programmes);

67) Study level – choose from among: Bachelor / Master / Doctorat;

- <sup>68)</sup> Course status (content) – for the Bachelor level, select one of the following options: FC (fundamental course) / DC (course in the study domain)/ SC (speciality course)/ CC (complementary course); for the Master level, select one of the following options: PC (proficiency course)/ SC (synthesis course)/ AC (advanced course);
- <sup>69)</sup> Course status (attendance type) – select one of the following options: CPC (compulsory course)/ EC (elective course)/ NCPC (non-compulsory course);
- <sup>70)</sup> One credit is the equivalent of 30 study hours (teaching activities and individual study).

## COURSE OUTLINE

### 1. Data about the study programme

1.1 Higher education institution	Transilvania University of Brasov
1.2 Faculty	Sociology and Communication
1.3 Department	Social Sciences and Communication
1.4 Field of study <sup>1)</sup>	Communication Sciences, BA
1.5 Study level <sup>2)</sup>	BA
1.6 Study programme/ Qualification	Digital Media (English)

### 2. Data about the course

2.1 Name of course		Romance Languages - French						
2.2 Course convenor		Lecturer Iringo CORA, Ph.D.						
2.3 Seminar/ laboratory/ project convenor		Lecturer Iringo CORA, Ph.D.						
2.4 Study year	III	2.5 Semester	I	2.6 Evaluation type	V	2.7 Course status	Content <sup>3)</sup>	CC
							Attendance type <sup>4)</sup>	EIC

### 3. Total estimated time (hours of teaching activities per semester)

3.1 Number of hours per week	2	out of which: 3.2 lecture	1	3.3 seminar/ laboratory/ project	1
3.4 Total number of hours in the curriculum	28	out of which: 3.5 lecture	14	3.6 seminar/ laboratory/ project	14
Time allocation					hours
Study of textbooks, course support, bibliography and notes					14
Additional documentation in libraries, specialized electronic platforms, and field research					8
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays					8
Tutorial					0
Examinations					2
Other activities.....					0
3.7 Total number of hours of student activity		32			
3.8 Total number per semester		60			
3.9 Number of credits <sup>5)</sup>		2			

### 4. Prerequisites (if applicable)

4.1 curriculum-related	Not applicable (elective course).
4.2 competences-related	Basic knowledge of a Latin/Romance language. Target level: B1+ CEFR. Interest in European culture and civilisation.

### 5. Conditions (if applicable)

5.1 for course development	Classroom with video projector, blackboard and internet access to multimedia resources in the language studied.
5.2 for seminar/ laboratory/ project development	Seminar room with video projector and access to authentic materials (press, TV, podcast) in the language studied.

## 6. Specific competences and learning outcomes

Professional competences	<p>CP.1 Identification and use of language, methodologies and specialised knowledge in communication sciences</p> <p>Knowledge:</p> <ul style="list-style-type: none"> <li>- LO 1.1.1. The student identifies elements of specialised language in the foreign language studied.</li> </ul> <p>Skills:</p> <ul style="list-style-type: none"> <li>- LO 1.2.1. The student applies correct lexical and grammatical structures in the foreign language to draft professional texts.</li> </ul> <p>Responsibility and autonomy:</p> <ul style="list-style-type: none"> <li>- LO 1.3.1. The student autonomously uses foreign-language resources (dictionaries, databases, media sources) for professional documentation.</li> </ul>
Transversal competences	<p>CT.5 Communication and cooperation in professional contexts</p> <p>Skills:</p> <ul style="list-style-type: none"> <li>- LO 5.1.1. The student uses online tools to communicate and share resources in digital environments.</li> <li>- LO 5.1.2. The student manages systems for storing, selecting, organising, retrieving and distributing information in professional contexts.</li> </ul> <p>Responsibility and autonomy:</p> <ul style="list-style-type: none"> <li>- LO 5.2.1. The student collaborates with others in teams to solve specific professional problems.</li> <li>- LO 5.2.2. The student plans/assumes and meets tight deadlines for professional tasks or projects.</li> <li>- LO 5.2.3. The student demonstrates intercultural sensitivity by participating in different communities and networks.</li> </ul>

## 7. Course objectives (resulting from the specific competences to be acquired)

7.1 General course objective	Developing communication competence in the studied Romance language at CEFR level B1+, with cultural insertions on the civilisation of the respective country. Focus on the vocabulary and discourse specific to digital media and professional communication.
7.2 Specific objectives	<ul style="list-style-type: none"> <li>- Acquiring grammatical structures specific to level B1+.</li> <li>- Enriching professional and media vocabulary.</li> <li>- Developing skills for critical reading of the foreign-language press.</li> <li>- Familiarisation with civilisation: French cinema and Cannes; media festivals (Cannes Lions).</li> <li>- Intercultural awareness and preparation for Erasmus+ mobility.</li> </ul>

## 8. Content

8.1 Course	Teaching methods	Number of hours	Remarks
Subjunctive vs. indicative: choice and nuances	Conversation workshop / Interactive	2	
Expressing opinion and argumentation. Cultural insert: French political debates	Conversation workshop / Interactive	2	
Stylistic figures in advertising discourse	Conversation workshop / Interactive	2	

Reading the press: Le Monde, Le Figaro, Liberation	Conversation workshop / Interactive	2	
The language of social networks in French	Conversation workshop / Interactive	2	
Drafting a press release in French	Conversation workshop / Interactive	2	
Professional French: email, formal letter, CV	Conversation workshop / Interactive	2	
Bibliography: Common European Framework of Reference for Languages (CEFR). Authentic resources: press, TV, podcasts in the language studied. Textbooks recommended by the teacher according to level.			
8.2 Seminar/ laboratory/ project	Teaching-learning methods	Number of hours	Remarks
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Bibliography: Authentic multimedia resources (online press, public TV, podcasts). Articles from prestigious publications in the language area studied.			

9. Correlation of course content with the demands of the labour market (epistemic communities, professional associations, potential employers in the field of study)

Knowledge of a second Romance language opens professional opportunities in European mass-media, international communication agencies and transnational audiovisual productions. The course prepares students for Erasmus+ mobility in the Romance-speaking area.

#### 10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade
10.4 Course	Knowledge of the lexical and grammatical structures presented in the course.	Continuous assessment, colloquium	50%

10.5 Seminar/ laboratory/ project	Correct application of structures; oral and written expression ability; active participation.	Continuous assessment, practical applications	50%
10.6 Minimal performance standard			
Oral and written expression ability at level B1+; minimum 50% of the total score.			

This course outline was certified in the Department Board meeting on 15/09/2025 and approved in the Faculty Board meeting on 18/09/2025

Associate Professor Horia MOASA, Ph.D. Dean	Professor Gabriela RATULEA, Ph.D. Head of Department
Lecturer Iringo CORA, Ph.D. Course holder	Lecturer Iringo CORA, Ph.D. Holder of seminar / laboratory / project

Note:

- 71) Field of study – select one of the following options: Bachelor / Master / Doctorat (to be filled in according to the forceful classification list for study programmes);
- <sup>72)</sup> Study level – choose from among: Bachelor / Master / Doctorat;
- <sup>73)</sup> Course status (content) – for the Bachelor level, select one of the following options: FC (fundamental course) / DC (course in the study domain)/ SC (speciality course)/ CC (complementary course); for the Master level, select one of the following options: PC (proficiency course)/ SC (synthesis course)/ AC (advanced course);
- <sup>74)</sup> Course status (attendance type) – select one of the following options: CPC (compulsory course)/ EC (elective course)/ NCPC (non-compulsory course);
- <sup>75)</sup> One credit is the equivalent of 30 study hours (teaching activities and individual study).

## COURSE OUTLINE

### 1. Data about the study programme

1.1 Higher education institution	Transilvania University of Brasov
1.2 Faculty	Sociology and Communication
1.3 Department	Social Sciences and Communication
1.4 Field of study <sup>1)</sup>	Communication Sciences, BA
1.5 Study level <sup>2)</sup>	BA
1.6 Study programme/ Qualification	Digital Media (English)

### 2. Data about the course

2.1 Name of course		Romance Languages - Italian						
2.2 Course convenor		Lecturer Florin Dumitrescu						
2.3 Seminar/ laboratory/ project convenor		Lecturer Florin Dumitrescu						
2.4 Study year	III	2.5 Semester	I	2.6 Evaluation type	V	2.7 Course status	Content <sup>3)</sup>	CC
							Attendance type <sup>4)</sup>	EIC

### 3. Total estimated time (hours of teaching activities per semester)

3.1 Number of hours per week	2	out of which: 3.2 lecture	1	3.3 seminar/ laboratory/ project	1
3.4 Total number of hours in the curriculum	28	out of which: 3.5 lecture	14	3.6 seminar/ laboratory/ project	14
Time allocation					hours
Study of textbooks, course support, bibliography and notes					14
Additional documentation in libraries, specialized electronic platforms, and field research					8
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays					8
Tutorial					0
Examinations					2
Other activities.....					0
3.7 Total number of hours of student activity	32				
3.8 Total number per semester	60				
3.9 Number of credits <sup>5)</sup>	2				

### 4. Prerequisites (if applicable)

4.1 curriculum-related	Not applicable (elective course).
4.2 competences-related	Basic knowledge of a Latin/Romance language. Target level: B1 CEFR. Interest in European culture and civilisation.

### 5. Conditions (if applicable)

5.1 for course development	Classroom with video projector, blackboard and internet access to multimedia resources in the language studied.
5.2 for seminar/ laboratory/ project development	Seminar room with video projector and access to authentic materials (press, TV, podcast) in the language studied.

## 6. Specific competences and learning outcomes

Professional competences	<p>CP.1 Identification and use of language, methodologies and specialised knowledge in communication sciences</p> <p>Knowledge:</p> <ul style="list-style-type: none"> <li>- LO 1.1.1. The student identifies elements of specialised language in the foreign language studied.</li> </ul> <p>Skills:</p> <ul style="list-style-type: none"> <li>- LO 1.2.1. The student applies correct lexical and grammatical structures in the foreign language to draft professional texts.</li> </ul> <p>Responsibility and autonomy:</p> <ul style="list-style-type: none"> <li>- LO 1.3.1. The student autonomously uses foreign-language resources (dictionaries, databases, media sources) for professional documentation.</li> </ul>
Transversal competences	<p>CT.5 Communication and cooperation in professional contexts</p> <p>Skills:</p> <ul style="list-style-type: none"> <li>- LO 5.1.1. The student uses online tools to communicate and share resources in digital environments.</li> <li>- LO 5.1.2. The student manages systems for storing, selecting, organising, retrieving and distributing information in professional contexts.</li> </ul> <p>Responsibility and autonomy:</p> <ul style="list-style-type: none"> <li>- LO 5.2.1. The student collaborates with others in teams to solve specific professional problems.</li> <li>- LO 5.2.2. The student plans/assumes and meets tight deadlines for professional tasks or projects.</li> <li>- LO 5.2.3. The student demonstrates intercultural sensitivity by participating in different communities and networks.</li> </ul>

## 7. Course objectives (resulting from the specific competences to be acquired)

7.1 General course objective	Developing communication competence in the studied Romance language at CEFR level B1, with cultural insertions on the civilisation of the respective country. Focus on the vocabulary and discourse specific to digital media and professional communication.
7.2 Specific objectives	<ul style="list-style-type: none"> <li>- Acquiring grammatical structures specific to level B1.</li> <li>- Enriching professional and media vocabulary.</li> <li>- Developing skills for critical reading of the foreign-language press.</li> <li>- Familiarisation with civilisation: Italian festivals (Venice, Sanremo Festival); Italian design.</li> <li>- Intercultural awareness and preparation for Erasmus+ mobility.</li> </ul>

## 8. Content

8.1 Course	Teaching methods	Number of hours	Remarks
Congiuntivo presente: main uses	Conversation workshop / Interactive	2	
Condizionale presente: hypothesis, politeness	Conversation workshop / Interactive	2	
Reported speech. Cultural insert: Italian journalism	Conversation workshop / Interactive	2	

Connectors and argumentation	Conversation workshop / Interactive	2	
Vocabulary of communication and marketing	Conversation workshop / Interactive	2	
Analysis of a TV report in Italian	Conversation workshop / Interactive	2	
Drafting a short social-media text in Italian	Conversation workshop / Interactive	2	
Bibliography: Common European Framework of Reference for Languages (CEFR). Authentic resources: press, TV, podcasts in the language studied. Textbooks recommended by the teacher according to level.			
8.2 Seminar/ laboratory/ project	Teaching-learning methods	Number of hours	Remarks
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Bibliography: Authentic multimedia resources (online press, public TV, podcasts). Articles from prestigious publications in the language area studied.			

9. Correlation of course content with the demands of the labour market (epistemic communities, professional associations, potential employers in the field of study)

Knowledge of a second Romance language opens professional opportunities in European mass-media, international communication agencies and transnational audiovisual productions. The course prepares students for Erasmus+ mobility in the Romance-speaking area.

10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade
10.4 Course	Knowledge of the lexical and grammatical structures presented in the course.	Continuous assessment, colloquium	50%

10.5 Seminar/ laboratory/ project	Correct application of structures; oral and written expression ability; active participation.	Continuous assessment, practical applications	50%
10.6 Minimal performance standard			
Oral and written expression ability at level B1; minimum 50% of the total score.			

This course outline was certified in the Department Board meeting on 15/09/2025 and approved in the Faculty Board meeting on 18/09/2025

Associate Professor Horia MOASA, Ph.D. Dean	Professor Gabriela RATULEA, Ph.D. Head of Department
Lecturer Florin Dumitrescu Course holder	Lecturer Florin Dumitrescu Holder of seminar / laboratory / project

Note:

76) Field of study – select one of the following options: Bachelor / Master / Doctorat (to be filled in according to the forceful classification list for study programmes);

<sup>77)</sup> Study level – choose from among: Bachelor / Master / Doctorat;

<sup>78)</sup> Course status (content) – for the Bachelor level, select one of the following options: FC (fundamental course) / DC (course in the study domain)/ SC (speciality course)/ CC (complementary course); for the Master level, select one of the following options: PC (proficiency course)/ SC (synthesis course)/ AC (advanced course);

<sup>79)</sup> Course status (attendance type) – select one of the following options: CPC (compulsory course)/ EC (elective course)/ NCPC (non-compulsory course);

<sup>80)</sup> One credit is the equivalent of 30 study hours (teaching activities and individual study).

## COURSE OUTLINE

### 1. Data about the study programme

1.1 Higher education institution	Transilvania University of Brasov
1.2 Faculty	Sociology and Communication
1.3 Department	Social Sciences and Communication
1.4 Field of study <sup>1)</sup>	Communication Sciences, BA
1.5 Study level <sup>2)</sup>	BA
1.6 Study programme/ Qualification	Digital Media (English)

### 2. Data about the course

2.1 Name of course		Romance Languages - Spanish						
2.2 Course convenor		Lecturer Raluca ALEXE, Ph.D.						
2.3 Seminar/ laboratory/ project convenor		Lecturer Raluca ALEXE, Ph.D.						
2.4 Study year	III	2.5 Semester	I	2.6 Evaluation type	V	2.7 Course status	Content <sup>3)</sup>	CC
							Attendance type <sup>4)</sup>	EIC

### 3. Total estimated time (hours of teaching activities per semester)

3.1 Number of hours per week	2	out of which: 3.2 lecture	1	3.3 seminar/ laboratory/ project	1
3.4 Total number of hours in the curriculum	28	out of which: 3.5 lecture	14	3.6 seminar/ laboratory/ project	14
Time allocation					hours
Study of textbooks, course support, bibliography and notes					14
Additional documentation in libraries, specialized electronic platforms, and field research					8
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays					8
Tutorial					0
Examinations					2
Other activities.....					0
3.7 Total number of hours of student activity	32				
3.8 Total number per semester	60				
3.9 Number of credits <sup>5)</sup>	2				

### 4. Prerequisites (if applicable)

4.1 curriculum-related	Not applicable (elective course).
4.2 competences-related	Basic knowledge of a Latin/Romance language. Target level: B1+ CEFR. Interest in European culture and civilisation.

### 5. Conditions (if applicable)

5.1 for course development	Classroom with video projector, blackboard and internet access to multimedia resources in the language studied.
5.2 for seminar/ laboratory/ project development	Seminar room with video projector and access to authentic materials (press, TV, podcast) in the language studied.

## 6. Specific competences and learning outcomes

Professional competences	<p>CP.1 Identification and use of language, methodologies and specialised knowledge in communication sciences</p> <p>Knowledge:</p> <ul style="list-style-type: none"> <li>- LO 1.1.1. The student identifies elements of specialised language in the foreign language studied.</li> </ul> <p>Skills:</p> <ul style="list-style-type: none"> <li>- LO 1.2.1. The student applies correct lexical and grammatical structures in the foreign language to draft professional texts.</li> </ul> <p>Responsibility and autonomy:</p> <ul style="list-style-type: none"> <li>- LO 1.3.1. The student autonomously uses foreign-language resources (dictionaries, databases, media sources) for professional documentation.</li> </ul>
Transversal competences	<p>CT.5 Communication and cooperation in professional contexts</p> <p>Skills:</p> <ul style="list-style-type: none"> <li>- LO 5.1.1. The student uses online tools to communicate and share resources in digital environments.</li> <li>- LO 5.1.2. The student manages systems for storing, selecting, organising, retrieving and distributing information in professional contexts.</li> </ul> <p>Responsibility and autonomy:</p> <ul style="list-style-type: none"> <li>- LO 5.2.1. The student collaborates with others in teams to solve specific professional problems.</li> <li>- LO 5.2.2. The student plans/assumes and meets tight deadlines for professional tasks or projects.</li> <li>- LO 5.2.3. The student demonstrates intercultural sensitivity by participating in different communities and networks.</li> </ul>

## 7. Course objectives (resulting from the specific competences to be acquired)

7.1 General course objective	Developing communication competence in the studied Romance language at CEFR level B1+, with cultural insertions on the civilisation of the respective country. Focus on the vocabulary and discourse specific to digital media and professional communication.
7.2 Specific objectives	<ul style="list-style-type: none"> <li>- Acquiring grammatical structures specific to level B1+.</li> <li>- Enriching professional and media vocabulary.</li> <li>- Developing skills for critical reading of the foreign-language press.</li> <li>- Familiarisation with civilisation: Hispanic media festivals (San Sebastian, Cartagena); media regulation in Spain.</li> <li>- Intercultural awareness and preparation for Erasmus+ mobility.</li> </ul>

## 8. Content

8.1 Course	Teaching methods	Number of hours	Remarks
Conditional sentences: types I, II, III	Conversation workshop / Interactive	2	
Passive voice and impersonal constructions	Conversation workshop / Interactive	2	
Advertising language: analysis of Hispanic campaigns	Conversation workshop / Interactive	2	

Reading a reportage in Spanish	Conversation workshop / Interactive	2	
Crisis-communication vocabulary in Spanish	Conversation workshop / Interactive	2	
Drafting a press release	Conversation workshop / Interactive	2	
Oral presentation of a communication project	Conversation workshop / Interactive	2	
Bibliography: Common European Framework of Reference for Languages (CEFR). Authentic resources: press, TV, podcasts in the language studied. Textbooks recommended by the teacher according to level.			
8.2 Seminar/ laboratory/ project	Teaching-learning methods	Number of hours	Remarks
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Bibliography: Authentic multimedia resources (online press, public TV, podcasts). Articles from prestigious publications in the language area studied.			

9. Correlation of course content with the demands of the labour market (epistemic communities, professional associations, potential employers in the field of study)

Knowledge of a second Romance language opens professional opportunities in European mass-media, international communication agencies and transnational audiovisual productions. The course prepares students for Erasmus+ mobility in the Romance-speaking area.

#### 10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade
10.4 Course	Knowledge of the lexical and grammatical structures presented in the course.	Continuous assessment, colloquium	50%

10.5 Seminar/ laboratory/ project	Correct application of structures; oral and written expression ability; active participation.	Continuous assessment, practical applications	50%
10.6 Minimal performance standard			
Oral and written expression ability at level B1+; minimum 50% of the total score.			

This course outline was certified in the Department Board meeting on 15/09/2025 and approved in the Faculty Board meeting on 18/09/2025

Associate Professor Horia MOASA, Ph.D. Dean	Professor Gabriela RATULEA, Ph.D. Head of Department
Lecturer Raluca ALEXE, Ph.D. Course holder	Lecturer Raluca ALEXE, Ph.D. Holder of seminar / laboratory / project

Note:

- 81) Field of study – select one of the following options: Bachelor / Master / Doctorat (to be filled in according to the forceful classification list for study programmes);
- <sup>82)</sup> Study level – choose from among: Bachelor / Master / Doctorat;
- <sup>83)</sup> Course status (content) – for the Bachelor level, select one of the following options: FC (fundamental course) / DC (course in the study domain)/ SC (speciality course)/ CC (complementary course); for the Master level, select one of the following options: PC (proficiency course)/ SC (synthesis course)/ AC (advanced course);
- <sup>84)</sup> Course status (attendance type) – select one of the following options: CPC (compulsory course)/ EC (elective course)/ NCPC (non-compulsory course);
- <sup>85)</sup> One credit is the equivalent of 30 study hours (teaching activities and individual study).

## COURSE OUTLINE

### 1. Data about the study programme

1.1 Higher education institution	Transilvania University of Brasov
1.2 Faculty	Sociology and Communication
1.3 Department	Social Sciences and Communication
1.4 Field of study <sup>1)</sup>	Communication Sciences, BA
1.5 Study level <sup>2)</sup>	BA
1.6 Study programme/ Qualification	Digital Media (English)

### 2. Data about the course

2.1 Name of course		Circular Economy						
2.2 Course convenor		Associate Professor Dana Adriana LUPSA-TATARU, Ph.D.						
2.3 Seminar/ laboratory/ project convenor		Associate Professor Dana Adriana LUPSA-TATARU, Ph.D.						
2.4 Study year	III	2.5 Semester	I	2.6 Evaluation type	V	2.7 Course status	Content <sup>3)</sup>	CC
							Attendance type <sup>4)</sup>	EIC

### 3. Total estimated time (hours of teaching activities per semester)

3.1 Number of hours per week	2	out of which: 3.2 lecture	1	3.3 seminar/ laboratory/ project	1
3.4 Total number of hours in the curriculum	28	out of which: 3.5 lecture	14	3.6 seminar/ laboratory/ project	14
Time allocation					hours
Study of textbooks, course support, bibliography and notes					14
Additional documentation in libraries, specialized electronic platforms, and field research					8
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays					8
Tutorial					0
Examinations					2
Other activities.....					0
3.7 Total number of hours of student activity					32
3.8 Total number per semester					60
3.9 Number of credits <sup>5)</sup>					2

### 4. Prerequisites (if applicable)

4.1 curriculum-related	Not applicable (elective course).
4.2 competences-related	Basic knowledge of organisations and the business environment; interest in sustainability, ESG and social responsibility.

### 5. Conditions (if applicable)

5.1 for course development	Classroom with video projector and laptop, internet access.
5.2 for seminar/ laboratory/ project development	Seminar room with video projector and computers.

## 6. Specific competences and learning outcomes

Professional competences	<p>CP.2 Strategic planning of communication activities through digital media</p> <p>Knowledge:</p> <ul style="list-style-type: none"> <li>- LO 2.1.1. The student identifies the main theories, models and elements of communication.</li> </ul> <p>Skills:</p> <ul style="list-style-type: none"> <li>- LO 2.2.1. The student selects the models that explain a communication situation in a professional context.</li> </ul> <p>Responsibility and autonomy:</p> <ul style="list-style-type: none"> <li>- LO 2.3.2. The student uses communication models and media theories to design media plans.</li> </ul>
Transversal competences	<p>CT.5 Communication and cooperation in professional contexts</p> <p>Skills:</p> <ul style="list-style-type: none"> <li>- LO 5.1.1. The student uses online tools to communicate and share resources in digital environments.</li> <li>- LO 5.1.2. The student manages systems for storing, selecting, organising, retrieving and distributing information in professional contexts.</li> </ul> <p>Responsibility and autonomy:</p> <ul style="list-style-type: none"> <li>- LO 5.2.1. The student collaborates with others in teams to solve specific professional problems.</li> <li>- LO 5.2.2. The student plans/assumes and meets tight deadlines for professional tasks or projects.</li> <li>- LO 5.2.3. The student demonstrates intercultural sensitivity by participating in different communities and networks.</li> </ul>

## 7. Course objectives (resulting from the specific competences to be acquired)

7.1 General course objective	Understanding the principles of the circular economy and their applicability in media organisations and the creative industries, with a view to promoting sustainable practices in content production, ESG communication and corporate social responsibility in relation to climate change and the green transition.
7.2 Specific objectives	<ul style="list-style-type: none"> <li>- Knowing the concepts of linear vs. circular economy.</li> <li>- Understanding the 4Rs (Reduce, Reuse, Recycle, Recover) and circular business models.</li> <li>- Applying ESG-communication principles in mass-media and creative organisations.</li> <li>- Analysing the environmental impact of digital media (data-centre energy consumption, e-waste).</li> <li>- Developing the capacity to produce educational content on the green transition.</li> </ul>

## 8. Content

8.1 Course	Teaching methods	Number of hours	Remarks
1. Introduction to the circular economy. The difference between linear and circular economy	Lecture, debate, exemplification	2	
2. The 4Rs: Reduce, Reuse, Recycle, Recover. The principles of circular design	Lecture, case studies	2	

3. Circular business models: product-as-a-service, sharing economy, take-back schemes	Lecture, exemplification	2	
4. ESG (Environmental, Social, Governance). ESG reporting by organisations	Lecture, debate	2	
5. The environmental impact of digital media. Data centres, AI and energy consumption, e-waste	Lecture, case studies	2	
6. ESG communication and greenwashing. The challenges of media in the green transition	Lecture, debate	2	
7. EU policies and regulations: Green Deal, European taxonomy. Review lecture	Lecture, synthesis	2	
Bibliography: Ellen MacArthur Foundation (2013). Towards the Circular Economy. Vol. 1-3. European Commission (2020). Circular Economy Action Plan. Brussels. Stahel, W. R. (2019). The Circular Economy: A User's Guide. Routledge. Webster, K. (2017). The Circular Economy: A Wealth of Flows. Ellen MacArthur Foundation Publishing. Raworth, K. (2017). Doughnut Economics. Penguin.			
8.2 Seminar/ laboratory/ project	Teaching-learning methods	Number of hours	Remarks
Analysis of a circular organisation (case study: Patagonia, IKEA, Decathlon Second Hand)	Case study, debate	2	
Identifying circular opportunities in the media and creative industry	Brainstorming, teamwork	2	
Analysing the ESG reporting of a media organisation (TV station, digital platform, agency)	Case study, analysis	2	
Producing media content on the circular economy (mini-reportage, infographic, social-media post)	Teamwork, practical exercises	2	
Greenwashing: identifying and analysing real cases of misleading ESG communication	Case studies, debate	2	
Project: education campaign on circularity for a target audience in the digital environment	Teamwork, project	2	
Presenting campaign projects. Collective feedback	Presentations, debate	2	
Bibliography: Ellen MacArthur Foundation (2013). Towards the Circular Economy. European Commission (2020). Circular Economy Action Plan. Brussels. Raworth, K. (2017). Doughnut Economics. Penguin.			

9. Correlation of course content with the demands of the labour market (epistemic communities, professional associations, potential employers in the field of study)

The course meets the growing requirements for ESG competences in the media and creative industries, in line with the European Green Deal and with current employer demands for professionals capable of communicating credibly about sustainability. The content is adapted from the model taught in the Business Administration (English) programme, FEBAA, with emphasis on the specifics of media communication.

#### 10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade
10.4 Course	Understanding the principles of circular economy and ESG. Application to media contexts.	Colloquium / multiple-choice test	40%
10.5 Seminar/ laboratory/ project	Quality of the ESG-education campaign project. Active seminar participation.	Team project + continuous assessment	60%
10.6 Minimal performance standard			
Mastery of the principles of circular economy; producing and submitting the campaign project; minimum 50% of the total score.			

This course outline was certified in the Department Board meeting on 15/09/2025 and approved in the Faculty Board meeting on 18/09/2025

Associate Professor Horia MOASA, Ph.D. Dean	Professor Gabriela RATULEA, Ph.D. Head of Department
Associate Professor Dana Adriana LUPSA-TATARU, Ph.D. Course holder	Associate Professor Dana Adriana LUPSA-TATARU, Ph.D. Holder of seminar / laboratory / project

Note:

<sup>86)</sup> Field of study – select one of the following options: Bachelor / Master / Doctorat (to be filled in according to the forceful classification list for study programmes);

<sup>87)</sup> Study level – choose from among: Bachelor / Master / Doctorat;

<sup>88)</sup> Course status (content) – for the Bachelor level, select one of the following options: FC (fundamental course) / DC (course in the study domain)/ SC (speciality course)/ CC (complementary course); for the Master level, select one of the following options: PC (proficiency course)/ SC (synthesis course)/ AC (advanced course);

<sup>89)</sup> Course status (attendance type) – select one of the following options: CPC (compulsory course)/ EC (elective course)/ NCPC (non-compulsory course);

<sup>90)</sup> One credit is the equivalent of 30 study hours (teaching activities and individual study).

# YEAR 3 - Semester II

## COURSE OUTLINE

### 1. Data about the study programme

1.1 Higher education institution	Transilvania University of Brasov
1.2 Faculty	Sociology and Communication
1.3 Department	Social Sciences and Communication
1.4 Field of study <sup>1)</sup>	Communication Sciences, BA
1.5 Study level <sup>2)</sup>	BA
1.6 Study programme/ Qualification	Digital Media (English)

### 2. Data about the course

2.1 Name of course		Volunteering						
2.2 Course convenor		-						
2.3 Seminar/ laboratory/ project convenor		Assoc. Prof. Marinela Şimon, PhD						
2.4 Study year	III	2.5 Semester	II	2.6 Evaluation type	V	2.7 Course status	Content <sup>3)</sup>	CC
							Attendance type <sup>4)</sup>	EIC

### 3. Total estimated time (hours of teaching activities per semester)

3.1 Number of hours per week	2	out of which: 3.2 lecture	0	3.3 seminar/ laboratory/ project	0
3.4 Total number of hours in the curriculum	28	out of which: 3.5 lecture	0	3.6 seminar/ laboratory/ project	0
Time allocation					hours
Study of textbooks, course support, bibliography and notes					14
Additional documentation in libraries, specialized electronic platforms, and field research					8
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays					8
Tutorial					0
Examinations					2
Other activities.....					0
3.7 Total number of hours of student activity		32			
3.8 Total number per semester		60			
3.9 Number of credits <sup>5)</sup>		2			

### 4. Prerequisites (if applicable)

4.1 curriculum-related	Not applicable.
4.2 competences-related	Willingness to engage in volunteering activities in fields related to digital media (culture, education, social, environment).

### 5. Conditions (if applicable)

5.1 for course development	Not applicable (the course has no lecture hours).
5.2 for seminar/ laboratory/ project development	Spaces provided by host organisations (NGOs, public institutions, cultural institutions, student associations, newsrooms, agencies). Recognition of volunteering activities is

	based on a certificate from the host organisation, a framework contract signed by the coordinator and an activity report drafted by the student.
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## 6. Specific competences and learning outcomes

Professional competences	<p>CP.3 Creation and management of content for digital media</p> <p>Knowledge:</p> <ul style="list-style-type: none"> <li>- LO 3.1.1. The student distinguishes between different types of content and modes of expression (text, photography, audio, video).</li> <li>- LO 3.1.2. The student identifies techniques for drafting/structuring content and principles of rhetoric.</li> </ul> <p>Skills:</p> <ul style="list-style-type: none"> <li>- LO 3.2.1. The student applies production practices appropriate to different types of content and media channels.</li> </ul> <p>Responsibility and autonomy:</p> <ul style="list-style-type: none"> <li>- LO 3.3.1. The student produces a content or media product for broadcasting on one or more channels.</li> </ul>
Transversal competences	<p>CT.5 Communication and cooperation in professional contexts</p> <p>Skills:</p> <ul style="list-style-type: none"> <li>- LO 5.1.1. The student uses online tools to communicate and share resources in digital environments.</li> <li>- LO 5.1.2. The student manages systems for storing, selecting, organising, retrieving and distributing information in professional contexts.</li> </ul> <p>Responsibility and autonomy:</p> <ul style="list-style-type: none"> <li>- LO 5.2.1. The student collaborates with others in teams to solve specific professional problems.</li> <li>- LO 5.2.2. The student plans/assumes and meets tight deadlines for professional tasks or projects.</li> <li>- LO 5.2.3. The student demonstrates intercultural sensitivity by participating in different communities and networks.</li> </ul>

## 7. Course objectives (resulting from the specific competences to be acquired)

7.1 General course objective	Academic recognition and valorisation of volunteering activities carried out by students in fields related to digital media, communication, culture or social work, with a view to developing transversal competences, civic spirit and integration into the professional community.
7.2 Specific objectives	<ul style="list-style-type: none"> <li>- Developing teamwork and professional-communication competences.</li> <li>- Applying academic knowledge in real contexts (NGOs, events, communication campaigns, media production).</li> <li>- Developing civic spirit and sensitivity to social issues.</li> <li>- Building a professional portfolio of relevant experiences.</li> <li>- Fostering autonomy and responsibility.</li> </ul>

## 8. Content

8.1 Course	Teaching methods	Number of hours	Remarks
The course has no lecture hours.	-	0	

Bibliography: Not applicable.			
8.2 Seminar/ laboratory/ project	Teaching-learning methods	Number of hours	Remarks
Identifying a host organisation relevant to the field (NGO, cultural institution, newsroom, agency, student association). Signing the volunteering framework contract.	Individual guidance, documentation	2	
Volunteering activity carried out within the host organisation: contributions to the organisation's communication, media-content production, event support, social campaigns, mentoring, etc. (minimum 28 hours of actual activity per semester).	Practical activity in the host organisation, supervision	24	
Drafting the activity report: description of projects, reflection on developed competences, attaching the certificate from the host organisation.	Individual work, drafting	2	
Bibliography: Law no. 78/2014 on the regulation of volunteering activity in Romania. Regulation on the recognition of volunteering activity at Transilvania University of Brasov. Volunteer's Guide - Volunteering Centre of Transilvania University.			

9. Correlation of course content with the demands of the labour market (epistemic communities, professional associations, potential employers in the field of study)

The course offers students the opportunity to valorise their volunteering experience in professional contexts relevant to Digital Media, meeting the expectations of employers in communication, culture, NGOs and the creative industries, who value graduates with practical experience and civic spirit.
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10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade
10.4 Course	Not applicable.	Not applicable	0%

10.5 Seminar/ laboratory/ project	Number of volunteering hours actually performed (minimum 28). Relevance of the activity to the course profile. Quality of the activity report and capacity for reflection on the experience.	Assessment based on the certificate from the host organisation + activity report defended orally	100%
10.6 Minimal performance standard			
Minimum 28 hours of volunteering performed at a host organisation; certificate from the organisation + activity report with reflection on the experience.			

This course outline was certified in the Department Board meeting on 15/09/2025 and approved in the Faculty Board meeting on 18/09/2025

Associate Professor Horia MOASA, Ph.D. Dean	Professor Gabriela RATULEA, Ph.D. Head of Department
- Course holder	Assoc. Prof. Marinela Şimon, PhD Holder of seminar / laboratory / project

Note:

- 91) Field of study – select one of the following options: Bachelor / Master / Doctorat (to be filled in according to the forceful classification list for study programmes);
- 92) Study level – choose from among: Bachelor / Master / Doctorat;
- 93) Course status (content) – for the Bachelor level, select one of the following options: FC (fundamental course) / DC (course in the study domain)/ SC (speciality course)/ CC (complementary course); for the Master level, select one of the following options: PC (proficiency course)/ SC (synthesis course)/ AC (advanced course);
- 94) Course status (attendance type) – select one of the following options: CPC (compulsory course)/ EC (elective course)/ NCPC (non-compulsory course);
- 95) One credit is the equivalent of 30 study hours (teaching activities and individual study).

## COURSE OUTLINE

### 1. Data about the study programme

1.1 Higher education institution	Transilvania University of Brasov
1.2 Faculty	Sociology and Communication
1.3 Department	Social Sciences and Communication
1.4 Field of study <sup>1)</sup>	Communication Sciences, BA
1.5 Study level <sup>2)</sup>	BA
1.6 Study programme/ Qualification	Digital Media (English)

### 2. Data about the course

2.1 Name of course		Negotiation Techniques						
2.2 Course convenor		Lecturer Ecaterina COMAN, Ph.D.						
2.3 Seminar/ laboratory/ project convenor		Lecturer Ecaterina COMAN, Ph.D.						
2.4 Study year	III	2.5 Semester	II	2.6 Evaluation type	V	2.7 Course status	Content <sup>3)</sup>	CC
							Attendance type <sup>4)</sup>	EIC

### 3. Total estimated time (hours of teaching activities per semester)

3.1 Number of hours per week	4	out of which: 3.2 lecture	2	3.3 seminar/ laboratory/ project	2
3.4 Total number of hours in the curriculum	56	out of which: 3.5 lecture	28	3.6 seminar/ laboratory/ project	28
Time allocation					hours
Study of textbooks, course support, bibliography and notes					14
Additional documentation in libraries, specialized electronic platforms, and field research					10
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays					8
Tutorial					0
Examinations					2
Other activities.....					0
3.7 Total number of hours of student activity					34
3.8 Total number per semester					90
3.9 Number of credits <sup>5)</sup>					3

### 4. Prerequisites (if applicable)

4.1 curriculum-related	Not applicable (elective course).
4.2 competences-related	English at B2 level; capacity for analysis and synthesis, observation and mediation, creativity.

### 5. Conditions (if applicable)

5.1 for course development	Video projector, projection screen, PC, internet.
5.2 for seminar/ laboratory/ project development	Video projector, projection screen, PC, internet; flexible space for negotiation simulations.

## 6. Specific competences and learning outcomes

Professional competences	<p>CP.2 Strategic planning of communication activities through digital media</p> <p>Knowledge:</p> <ul style="list-style-type: none"> <li>- LO 2.1.1. The student identifies the main theories, models and elements of communication.</li> </ul> <p>Skills:</p> <ul style="list-style-type: none"> <li>- LO 2.2.1. The student selects the models that explain a communication situation in a professional context.</li> </ul> <p>Responsibility and autonomy:</p> <ul style="list-style-type: none"> <li>- LO 2.3.2. The student uses communication models and media theories to design media plans.</li> </ul>
Transversal competences	<p>CT.5 Communication and cooperation in professional contexts</p> <p>Skills:</p> <ul style="list-style-type: none"> <li>- LO 5.1.1. The student uses online tools to communicate and share resources in digital environments.</li> <li>- LO 5.1.2. The student manages systems for storing, selecting, organising, retrieving and distributing information in professional contexts.</li> </ul> <p>Responsibility and autonomy:</p> <ul style="list-style-type: none"> <li>- LO 5.2.1. The student collaborates with others in teams to solve specific professional problems.</li> <li>- LO 5.2.2. The student plans/assumes and meets tight deadlines for professional tasks or projects.</li> <li>- LO 5.2.3. The student demonstrates intercultural sensitivity by participating in different communities and networks.</li> </ul>

## 7. Course objectives (resulting from the specific competences to be acquired)

7.1 General course objective	Developing negotiation skills in professional contexts of digital media and communication, through understanding and acquiring theoretical knowledge and implementing it in negotiation processes with clients, partners, collaborators and stakeholders.
7.2 Specific objectives	<ul style="list-style-type: none"> <li>- Acquiring and deepening theoretical knowledge and developing practical skills for using negotiation techniques depending on context.</li> <li>- Developing the skills to lead and professionally manage any negotiation.</li> <li>- Choosing negotiation strategies and tactics depending on circumstances.</li> <li>- Developing skills for managing organisational conflicts.</li> </ul>

## 8. Content

8.1 Course	Teaching methods	Number of hours	Remarks
1. Negotiation: rationality and emotions	PowerPoint presentation, interactive lecture	2	
2. Preparation: what you do before the negotiation	PowerPoint presentation, interactive lecture	2	
3. Structural elements of negotiation: people, issues and the process. The 7 inherent elements: Interests, Options, Alternatives and BATNA, Legitimacy, Communication, Relationship, Commitment	PowerPoint presentation, interactive lecture	2	

4. Negotiation techniques. Types of negotiators. Distributive and integrative negotiation	PowerPoint presentation, interactive lecture	6	
5. The Harvard negotiation method. Separate the people from the problem. Focus on interests, not positions	PowerPoint presentation, interactive lecture	2	
6. Developing personal skills and attitudes for negotiation. Communication, decision-making, creativity	PowerPoint presentation, interactive lecture	4	
7. Power, persuasion and ethics in negotiation	PowerPoint presentation, interactive lecture, case studies	2	
8. Negotiation through technology (videoconference, email, chat)	PowerPoint presentation, interactive lecture	2	
9. Multiple parties, coalitions and negotiation teams	PowerPoint presentation, interactive lecture	2	
10. Review lecture	Synthesis, debate	4	
Bibliography: Barr, E. (2021). 101 Tips for Improving Your Business Communication. Business Expert Press. Voss, C., Raz, T. (2016). Never split the difference: Negotiating as if your life depended on it. Random House. McCarthy, A., Hay, S. (2015). Advanced negotiation techniques. Berkley: Apress. Fisher, R., Ury, W. L., Patton, B. (2012). Getting to yes: Negotiating agreement without giving in. Penguin. Dawson, R. (2012). Secrets of Power Negotiating. Updated for the 21st Century. Career Press.			
8.2 Seminar/ laboratory/ project	Teaching-learning methods	Number of hours	Remarks
The stages of negotiation. The importance of preparation	Issue presentation, analysis of situations	2	
Negotiation analysis: finding the Zone of Possible Agreement (ZOPA)	Case studies, comparative analyses, individual and teamwork	2	
Negotiation simulation: negotiating a single-issue agreement (purchase/sale of media services)	Simulation, issue presentation	4	
Advanced analysis: value creation. Negotiating a long-term media-services contract	Case studies, comparative analyses, teamwork	4	
Managing the negotiation process: tactics, style and emotion	Issue presentation, case-study analysis	8	
Mastering negotiation: closing an agreement within teams. Negotiating a job offer: building relationships	Teamwork, analysis, debate	4	
Attitude in negotiation	Teamwork, analysis, debate, simulation	2	
Negotiation through technology	Teamwork, analysis, debate, simulation	2	

Bibliography:

Barr, E. (2021). 101 Tips for Improving Your Business Communication. Business Expert Press.

Voss, C., Raz, T. (2016). Never split the difference. Random House.

Fisher, R., Ury, W. L., Patton, B. (2012). Getting to yes. Penguin.

Dawson, R. (2012). Secrets of Power Negotiating. Career Press.

9. Correlation of course content with the demands of the labour market (epistemic communities, professional associations, potential employers in the field of study)

The course content is in line with the expectations of the business environment and the creative industries, providing graduates with essential skills for negotiating media-services contracts, professional partnerships and managing conflicts. The course is adapted from the model taught in the Business Administration (English) programme, FEBAA.

10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade
10.4 Course	Level of understanding of the concepts. Creativity.	Knowledge test	50%
10.5 Seminar/ laboratory/ project	Presentation of a negotiation case. Proactivity and excellence.	Individual project + active class attendance and participation	50%
10.6 Minimal performance standard			
Minimum grade 5 on the examination and minimum grade 5 in the seminar.			

This course outline was certified in the Department Board meeting on 15/09/2025 and approved in the Faculty Board meeting on 18/09/2025

Associate Professor Horia MOASA, Ph.D. Dean	Professor Gabriela RATULEA, Ph.D. Head of Department
Lecturer Ecaterina COMAN, Ph.D. Course holder	Lecturer Ecaterina COMAN, Ph.D. Holder of seminar / laboratory / project

Note:

96) Field of study – select one of the following options: Bachelor / Master / Doctorat (to be filled in according to the forceful classification list for study programmes);

97) Study level – choose from among: Bachelor / Master / Doctorat;

98) Course status (content) – for the Bachelor level, select one of the following options: FC (fundamental course) / DC (course in the study domain)/ SC (speciality course)/ CC (complementary course); for the Master level, select one of the following options: PC (proficiency course)/ SC (synthesis course)/ AC (advanced course);

99) Course status (attendance type) – select one of the following options: CPC (compulsory course)/ EC (elective course)/ NCPC (non-compulsory course);

<sup>100)</sup> One credit is the equivalent of 30 study hours (teaching activities and individual study).

## COURSE OUTLINE

### 1. Data about the study programme

1.1 Higher education institution	Transilvania University of Brasov
1.2 Faculty	Sociology and Communication
1.3 Department	Social Sciences and Communication
1.4 Field of study <sup>1)</sup>	Communication Sciences, BA
1.5 Study level <sup>2)</sup>	BA
1.6 Study programme/ Qualification	Digital Media (English)

### 2. Data about the course

2.1 Name of course		Romance Languages - French						
2.2 Course convenor		Lecturer Iringo CORA, Ph.D.						
2.3 Seminar/ laboratory/ project convenor		Lecturer Iringo CORA, Ph.D.						
2.4 Study year	III	2.5 Semester	II	2.6 Evaluation type	V	2.7 Course status	Content <sup>3)</sup>	CC
							Attendance type <sup>4)</sup>	EIC

### 3. Total estimated time (hours of teaching activities per semester)

3.1 Number of hours per week	2	out of which: 3.2 lecture	1	3.3 seminar/ laboratory/ project	1
3.4 Total number of hours in the curriculum	28	out of which: 3.5 lecture	14	3.6 seminar/ laboratory/ project	14
Time allocation					hours
Study of textbooks, course support, bibliography and notes					14
Additional documentation in libraries, specialized electronic platforms, and field research					8
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays					8
Tutorial					0
Examinations					2
Other activities.....					0
3.7 Total number of hours of student activity		32			
3.8 Total number per semester		60			
3.9 Number of credits <sup>5)</sup>		2			

### 4. Prerequisites (if applicable)

4.1 curriculum-related	Not applicable (elective course).
4.2 competences-related	Basic knowledge of a Latin/Romance language. Target level: B2 CEFR. Interest in European culture and civilisation.

### 5. Conditions (if applicable)

5.1 for course development	Classroom with video projector, blackboard and internet access to multimedia resources in the language studied.
5.2 for seminar/ laboratory/ project development	Seminar room with video projector and access to authentic materials (press, TV, podcast) in the language studied.

## 6. Specific competences and learning outcomes

Professional competences	<p>CP.1 Identification and use of language, methodologies and specialised knowledge in communication sciences</p> <p>Knowledge:</p> <ul style="list-style-type: none"> <li>- LO 1.1.1. The student identifies elements of specialised language in the foreign language studied.</li> </ul> <p>Skills:</p> <ul style="list-style-type: none"> <li>- LO 1.2.1. The student applies correct lexical and grammatical structures in the foreign language to draft professional texts.</li> </ul> <p>Responsibility and autonomy:</p> <ul style="list-style-type: none"> <li>- LO 1.3.1. The student autonomously uses foreign-language resources (dictionaries, databases, media sources) for professional documentation.</li> </ul>
Transversal competences	<p>CT.5 Communication and cooperation in professional contexts</p> <p>Skills:</p> <ul style="list-style-type: none"> <li>- LO 5.1.1. The student uses online tools to communicate and share resources in digital environments.</li> <li>- LO 5.1.2. The student manages systems for storing, selecting, organising, retrieving and distributing information in professional contexts.</li> </ul> <p>Responsibility and autonomy:</p> <ul style="list-style-type: none"> <li>- LO 5.2.1. The student collaborates with others in teams to solve specific professional problems.</li> <li>- LO 5.2.2. The student plans/assumes and meets tight deadlines for professional tasks or projects.</li> <li>- LO 5.2.3. The student demonstrates intercultural sensitivity by participating in different communities and networks.</li> </ul>

## 7. Course objectives (resulting from the specific competences to be acquired)

7.1 General course objective	Developing communication competence in the studied Romance language at CEFR level B2, with cultural insertions on the civilisation of the respective country. Focus on the vocabulary and discourse specific to digital media and professional communication.
7.2 Specific objectives	<ul style="list-style-type: none"> <li>- Acquiring grammatical structures specific to level B2.</li> <li>- Enriching professional and media vocabulary.</li> <li>- Developing skills for critical reading of the foreign-language press.</li> <li>- Familiarisation with civilisation: Francophone digital culture; media regulation in France (CSA, ARCOM).</li> <li>- Intercultural awareness and preparation for Erasmus+ mobility.</li> </ul>

## 8. Content

8.1 Course	Teaching methods	Number of hours	Remarks
Critical analysis of press articles: distinguishing fact, opinion, commentary	Conversation workshop / Interactive	2	
Audiovisual production: script, voice-over in French	Conversation workshop / Interactive	2	

The language of crisis communication. Cultural insert: real cases	Conversation workshop / Interactive	2	
Negotiation and persuasion in professional French	Conversation workshop / Interactive	2	
Oral presentation of a media project in French	Conversation workshop / Interactive	2	
Debate: contemporary issues in French media	Conversation workshop / Interactive	2	
Synthesis: review of acquired competences and Francophone career prospects	Conversation workshop / Interactive	2	
Bibliography: Common European Framework of Reference for Languages (CEFR). Authentic resources: press, TV, podcasts in the language studied. Textbooks recommended by the teacher according to level.			
8.2 Seminar/ laboratory/ project	Teaching-learning methods	Number of hours	Remarks
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Bibliography: Authentic multimedia resources (online press, public TV, podcasts). Articles from prestigious publications in the language area studied.			

9. Correlation of course content with the demands of the labour market (epistemic communities, professional associations, potential employers in the field of study)

Knowledge of a second Romance language opens professional opportunities in European mass-media, international communication agencies and transnational audiovisual productions. The course prepares students for Erasmus+ mobility in the Romance-speaking area.

10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade
10.4 Course	Knowledge of the lexical and grammatical structures presented in the course.	Continuous assessment, colloquium	50%
10.5 Seminar/ laboratory/ project		Continuous assessment, practical applications	50%
10.6 Minimal performance standard			
Oral and written expression ability at level B2; minimum 50% of the total score.			

This course outline was certified in the Department Board meeting on 15/09/2025 and approved in the Faculty Board meeting on 18/09/2025

Associate Professor Horia MOASA, Ph.D. Dean	Professor Gabriela RATULEA, Ph.D. Head of Department
Lecturer Iringo CORA, Ph.D. Course holder	Lecturer Iringo CORA, Ph.D. Holder of seminar / laboratory / project

Note:

<sup>101)</sup> Field of study – select one of the following options: Bachelor / Master / Doctorat (to be filled in according to the forceful classification list for study programmes);

<sup>102)</sup> Study level – choose from among: Bachelor / Master / Doctorat;

<sup>103)</sup> Course status (content) – for the Bachelor level, select one of the following options: FC (fundamental course) / DC (course in the study domain)/ SC (speciality course)/ CC (complementary course); for the Master level, select one of the following options: PC (proficiency course)/ SC (synthesis course)/ AC (advanced course);

<sup>104)</sup> Course status (attendance type) – select one of the following options: CPC (compulsory course)/ EC (elective course)/ NCPC (non-compulsory course);

<sup>105)</sup> One credit is the equivalent of 30 study hours (teaching activities and individual study).

## COURSE OUTLINE

### 1. Data about the study programme

1.1 Higher education institution	Transilvania University of Brasov
1.2 Faculty	Sociology and Communication
1.3 Department	Social Sciences and Communication
1.4 Field of study <sup>1)</sup>	Communication Sciences, BA
1.5 Study level <sup>2)</sup>	BA
1.6 Study programme/ Qualification	Digital Media (English)

### 2. Data about the course

2.1 Name of course		Romance Languages - Italian						
2.2 Course convenor		Lecturer Florin Dumitrescu						
2.3 Seminar/ laboratory/ project convenor		Lecturer Florin Dumitrescu						
2.4 Study year	III	2.5 Semester	II	2.6 Evaluation type	V	2.7 Course status	Content <sup>3)</sup>	CC
							Attendance type <sup>4)</sup>	EIC

### 3. Total estimated time (hours of teaching activities per semester)

3.1 Number of hours per week	2	out of which: 3.2 lecture	1	3.3 seminar/ laboratory/ project	1
3.4 Total number of hours in the curriculum	28	out of which: 3.5 lecture	14	3.6 seminar/ laboratory/ project	14
Time allocation					hours
Study of textbooks, course support, bibliography and notes					14
Additional documentation in libraries, specialized electronic platforms, and field research					8
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays					8
Tutorial					0
Examinations					2
Other activities.....					0
3.7 Total number of hours of student activity		32			
3.8 Total number per semester		60			
3.9 Number of credits <sup>5)</sup>		2			

### 4. Prerequisites (if applicable)

4.1 curriculum-related	Not applicable (elective course).
4.2 competences-related	Basic knowledge of a Latin/Romance language. Target level: B1+ CEFR. Interest in European culture and civilisation.

### 5. Conditions (if applicable)

5.1 for course development	Classroom with video projector, blackboard and internet access to multimedia resources in the language studied.
5.2 for seminar/ laboratory/ project development	Seminar room with video projector and access to authentic materials (press, TV, podcast) in the language studied.

## 6. Specific competences and learning outcomes

Professional competences	<p>CP.1 Identification and use of language, methodologies and specialised knowledge in communication sciences</p> <p>Knowledge:</p> <ul style="list-style-type: none"> <li>- LO 1.1.1. The student identifies elements of specialised language in the foreign language studied.</li> </ul> <p>Skills:</p> <ul style="list-style-type: none"> <li>- LO 1.2.1. The student applies correct lexical and grammatical structures in the foreign language to draft professional texts.</li> </ul> <p>Responsibility and autonomy:</p> <ul style="list-style-type: none"> <li>- LO 1.3.1. The student autonomously uses foreign-language resources (dictionaries, databases, media sources) for professional documentation.</li> </ul>
Transversal competences	<p>CT.5 Communication and cooperation in professional contexts</p> <p>Skills:</p> <ul style="list-style-type: none"> <li>- LO 5.1.1. The student uses online tools to communicate and share resources in digital environments.</li> <li>- LO 5.1.2. The student manages systems for storing, selecting, organising, retrieving and distributing information in professional contexts.</li> </ul> <p>Responsibility and autonomy:</p> <ul style="list-style-type: none"> <li>- LO 5.2.1. The student collaborates with others in teams to solve specific professional problems.</li> <li>- LO 5.2.2. The student plans/assumes and meets tight deadlines for professional tasks or projects.</li> <li>- LO 5.2.3. The student demonstrates intercultural sensitivity by participating in different communities and networks.</li> </ul>

## 7. Course objectives (resulting from the specific competences to be acquired)

7.1 General course objective	Developing communication competence in the studied Romance language at CEFR level B1+, with cultural insertions on the civilisation of the respective country. Focus on the vocabulary and discourse specific to digital media and professional communication.
7.2 Specific objectives	<ul style="list-style-type: none"> <li>- Acquiring grammatical structures specific to level B1+.</li> <li>- Enriching professional and media vocabulary.</li> <li>- Developing skills for critical reading of the foreign-language press.</li> <li>- Familiarisation with civilisation: Italian cultural industry; Italian digital press.</li> <li>- Intercultural awareness and preparation for Erasmus+ mobility.</li> </ul>

## 8. Content

8.1 Course	Teaching methods	Number of hours	Remarks
Conditional sentences: types I, II, III	Conversation workshop / Interactive	2	
Passive and impersonal forms	Conversation workshop / Interactive	2	
Language of advertising: analysis of Italian commercials	Conversation workshop / Interactive	2	
Reading and analysing a journalistic reportage	Conversation workshop / Interactive	2	

Crisis communication in Italian: case study	Conversation workshop / Interactive	2	
Oral presentation of a media project	Conversation workshop / Interactive	2	
Synthesis: acquired competences and Italian-speaking career prospects	Conversation workshop / Interactive	2	
Bibliography: Common European Framework of Reference for Languages (CEFR). Authentic resources: press, TV, podcasts in the language studied. Textbooks recommended by the teacher according to level.			
8.2 Seminar/ laboratory/ project	Teaching-learning methods	Number of hours	Remarks
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Bibliography: Authentic multimedia resources (online press, public TV, podcasts). Articles from prestigious publications in the language area studied.			

9. Correlation of course content with the demands of the labour market (epistemic communities, professional associations, potential employers in the field of study)

Knowledge of a second Romance language opens professional opportunities in European mass-media, international communication agencies and transnational audiovisual productions. The course prepares students for Erasmus+ mobility in the Romance-speaking area.

#### 10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade
10.4 Course	Knowledge of the lexical and grammatical structures presented in the course.	Continuous assessment, colloquium	50%

10.5 Seminar/ laboratory/ project	Correct application of structures; oral and written expression ability; active participation.	Continuous assessment, practical applications	50%
10.6 Minimal performance standard			
Oral and written expression ability at level B1+; minimum 50% of the total score.			

This course outline was certified in the Department Board meeting on 15/09/2025 and approved in the Faculty Board meeting on 18/09/2025

Associate Professor Horia MOASA, Ph.D. Dean	Professor Gabriela RATULEA, Ph.D. Head of Department
Lecturer Florin Dumitrescu Course holder	Lecturer Florin Dumitrescu Holder of seminar / laboratory / project

Note:

- 106) Field of study – select one of the following options: Bachelor / Master / Doctorat (to be filled in according to the forceful classification list for study programmes);
- <sup>107)</sup> Study level – choose from among: Bachelor / Master / Doctorat;
- <sup>108)</sup> Course status (content) – for the Bachelor level, select one of the following options: FC (fundamental course) / DC (course in the study domain)/ SC (speciality course)/ CC (complementary course); for the Master level, select one of the following options: PC (proficiency course)/ SC (synthesis course)/ AC (advanced course);
- <sup>109)</sup> Course status (attendance type) – select one of the following options: CPC (compulsory course)/ EC (elective course)/ NCPC (non-compulsory course);
- <sup>110)</sup> One credit is the equivalent of 30 study hours (teaching activities and individual study).

## COURSE OUTLINE

### 1. Data about the study programme

1.1 Higher education institution	Transilvania University of Brasov
1.2 Faculty	Sociology and Communication
1.3 Department	Social Sciences and Communication
1.4 Field of study <sup>1)</sup>	Communication Sciences, BA
1.5 Study level <sup>2)</sup>	BA
1.6 Study programme/ Qualification	Digital Media (English)

### 2. Data about the course

2.1 Name of course		Romance Languages - Spanish						
2.2 Course convenor		Lecturer Raluca ALEXE, Ph.D.						
2.3 Seminar/ laboratory/ project convenor		Lecturer Raluca ALEXE, Ph.D.						
2.4 Study year	III	2.5 Semester	II	2.6 Evaluation type	V	2.7 Course status	Content <sup>3)</sup>	CC
							Attendance type <sup>4)</sup>	EIC

### 3. Total estimated time (hours of teaching activities per semester)

3.1 Number of hours per week	2	out of which: 3.2 lecture	1	3.3 seminar/ laboratory/ project	1
3.4 Total number of hours in the curriculum	28	out of which: 3.5 lecture	14	3.6 seminar/ laboratory/ project	14
Time allocation					hours
Study of textbooks, course support, bibliography and notes					14
Additional documentation in libraries, specialized electronic platforms, and field research					8
Preparation of seminars/ laboratories/ projects, homework, papers, portfolios, and essays					8
Tutorial					0
Examinations					2
Other activities.....					0
3.7 Total number of hours of student activity	32				
3.8 Total number per semester	60				
3.9 Number of credits <sup>5)</sup>	2				

### 4. Prerequisites (if applicable)

4.1 curriculum-related	Not applicable (elective course).
4.2 competences-related	Basic knowledge of a Latin/Romance language. Target level: B2 CEFR. Interest in European culture and civilisation.

### 5. Conditions (if applicable)

5.1 for course development	Classroom with video projector, blackboard and internet access to multimedia resources in the language studied.
5.2 for seminar/ laboratory/ project development	Seminar room with video projector and access to authentic materials (press, TV, podcast) in the language studied.

## 6. Specific competences and learning outcomes

Professional competences	<p>CP.1 Identification and use of language, methodologies and specialised knowledge in communication sciences</p> <p>Knowledge:</p> <ul style="list-style-type: none"> <li>- LO 1.1.1. The student identifies elements of specialised language in the foreign language studied.</li> </ul> <p>Skills:</p> <ul style="list-style-type: none"> <li>- LO 1.2.1. The student applies correct lexical and grammatical structures in the foreign language to draft professional texts.</li> </ul> <p>Responsibility and autonomy:</p> <ul style="list-style-type: none"> <li>- LO 1.3.1. The student autonomously uses foreign-language resources (dictionaries, databases, media sources) for professional documentation.</li> </ul>
Transversal competences	<p>CT.5 Communication and cooperation in professional contexts</p> <p>Skills:</p> <ul style="list-style-type: none"> <li>- LO 5.1.1. The student uses online tools to communicate and share resources in digital environments.</li> <li>- LO 5.1.2. The student manages systems for storing, selecting, organising, retrieving and distributing information in professional contexts.</li> </ul> <p>Responsibility and autonomy:</p> <ul style="list-style-type: none"> <li>- LO 5.2.1. The student collaborates with others in teams to solve specific professional problems.</li> <li>- LO 5.2.2. The student plans/assumes and meets tight deadlines for professional tasks or projects.</li> <li>- LO 5.2.3. The student demonstrates intercultural sensitivity by participating in different communities and networks.</li> </ul>

## 7. Course objectives (resulting from the specific competences to be acquired)

7.1 General course objective	Developing communication competence in the studied Romance language at CEFR level B2, with cultural insertions on the civilisation of the respective country. Focus on the vocabulary and discourse specific to digital media and professional communication.
7.2 Specific objectives	<ul style="list-style-type: none"> <li>- Acquiring grammatical structures specific to level B2.</li> <li>- Enriching professional and media vocabulary.</li> <li>- Developing skills for critical reading of the foreign-language press.</li> <li>- Familiarisation with civilisation: Hispanic digital culture; influencers and content production in Spanish.</li> <li>- Intercultural awareness and preparation for Erasmus+ mobility.</li> </ul>

## 8. Content

8.1 Course	Teaching methods	Number of hours	Remarks
Critical analysis of press articles: fact vs. opinion	Conversation workshop / Interactive	2	
The language of Hispanic influencers. Digital vocabulary	Conversation workshop / Interactive	2	
Producing a podcast script in Spanish	Conversation workshop / Interactive	2	

Professional vocabulary: email, contract, CV in Spanish	Conversation workshop / Interactive	2	
Debate: contemporary issues in Hispanic media	Conversation workshop / Interactive	2	
Oral presentation of a media project in Spanish	Conversation workshop / Interactive	2	
Synthesis: acquired competences and Hispanic career prospects	Conversation workshop / Interactive	2	
Bibliography: Common European Framework of Reference for Languages (CEFR). Authentic resources: press, TV, podcasts in the language studied. Textbooks recommended by the teacher according to level.			
8.2 Seminar/ laboratory/ project	Teaching-learning methods	Number of hours	Remarks
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
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Oral and written applications on the basis of the lecture topics	Practical activity / Group work	2	
Bibliography: Authentic multimedia resources (online press, public TV, podcasts). Articles from prestigious publications in the language area studied.			

9. Correlation of course content with the demands of the labour market (epistemic communities, professional associations, potential employers in the field of study)

Knowledge of a second Romance language opens professional opportunities in European mass-media, international communication agencies and transnational audiovisual productions. The course prepares students for Erasmus+ mobility in the Romance-speaking area.

10. Evaluation

Activity type	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Percentage of the final grade
10.4 Course	Knowledge of the lexical and grammatical structures presented in the course.	Continuous assessment, colloquium	50%

10.5 Seminar/ laboratory/ project	Correct application of structures; oral and written expression ability; active participation.	Continuous assessment, practical applications	50%
10.6 Minimal performance standard			
Oral and written expression ability at level B2; minimum 50% of the total score.			

This course outline was certified in the Department Board meeting on 15/09/2025 and approved in the Faculty Board meeting on 18/09/2025

Associate Professor Horia MOASA, Ph.D. Dean	Professor Gabriela RATULEA, Ph.D. Head of Department
Lecturer Raluca ALEXE, Ph.D. Course holder	Lecturer Raluca ALEXE, Ph.D. Holder of seminar / laboratory / project

Note:

111) Field of study – select one of the following options: Bachelor / Master / Doctorat (to be filled in according to the forceful classification list for study programmes);

<sup>112)</sup> Study level – choose from among: Bachelor / Master / Doctorat;

<sup>113)</sup> Course status (content) – for the Bachelor level, select one of the following options: FC (fundamental course) / DC (course in the study domain)/ SC (speciality course)/ CC (complementary course); for the Master level, select one of the following options: PC (proficiency course)/ SC (synthesis course)/ AC (advanced course);

<sup>114)</sup> Course status (attendance type) – select one of the following options: CPC (compulsory course)/ EC (elective course)/ NCPC (non-compulsory course);

<sup>115)</sup> One credit is the equivalent of 30 study hours (teaching activities and individual study).