

Transilvania University of Braşov, Romania

Study program: Communication and Public Relations

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

Courses per years (C= course; S = seminar; L = laboratory; P = project)

1st Year

No. crt.	Course	Code	1 st Semester					2 nd Semester				
			C	S	L	P	Cred	C	S	L	P	Cred
01	Fundamentals of Communication	FC01	2	2			5					
02	Introduction to Philosophy	IF01	2	1			4					
03	Logic	LO01	2	1			4					
04	Informatics for Communication	INFO1	1		1		3					
05	Introduction to Sociology	IS01	2	2			4					
06	Academic Writing	SA01	1	2			4					
07	Ethics	ET02	1	1			3					
08	Marketing	MMC02						2	1			3
09	Verbal and Non-verbal Communication	CVN02						2	2			3
10	Introduction to Public Relations	IRP02						2	2			4
11	Information Literacy	CI01						1	1			2
12	Research Methods in Communication	MC02						2	2			5
13	Introduction to Political Sciences	ISPO2						2	2			4
14	History of the Press	IP02						2	1			3
15	Specialised Practice	PR02										3
16	English	LE01/ LE02	1	1			3	1	1			3
	French	LF01/ LF02										
	German	LG01/LG02										
	Spanish	LS01/LS02										
17	Physical Training	EF01/EF02		1			2		1			2
	Total		12	11	1	0	32	14	13	0	0	32
	Total didactic hours per week		24					27				

2nd Year

No. crt.	Course	Code	3 rd Semester					4 th Semester				
			C	S	L	P	Cred	C	S	L	P	Cred
01	Introduction to Mass-media System	SMM03	2	2			5					
02	Introduction to Advertising	PAd03	2	2			5					
03	Creative techniques for designing PR products	TCr03	2	1			4					

04	Social Communication	CS03	2	1			4						
05	Promotional Tools	MP04						2	2				5
06	Public Relations Campaigns	CRP04						2	2				5
07	Political Communication	CP04						2	2				5
08	Specialised Practice	Pr04											3
09	(O ₁) Rhetoric	Re03	2	2			4						
	(O ₁) Intercultural Communication	CI03											
10	(O ₂) Cultural PR	PR03	2	2			5						
	(O ₂) Social Media	SOM03											
11	(O ₃) Media Globalization	GM04						2	2				4
	(O ₃) Crisis Communication and Leadership	Clsc04											
12	(O ₃) Specialised Computer Language Editing	ELS04						2	2				5
	(O ₃) TV Production	PTV04											
13	English	LE03/ LE04	1	1			3	1	1				3
	French	LF03/ LF04											
	German	LG03/LG04											
	Spanish	LS03/LS04											
14	Physical Training	EF03/EF04		1			1		1				1
Total			13	12	0	0	32	11	12	0	0		32
Total didactic hours per week			25					23					

3rd Year

No. crt.	Course	Code	5 th Semester					6 th Semester					
			C	S	L	P	Cred	C	S	L	P	Cred	
01	Applications of Semiotics in Communication and Public Relations	ASem05	1	2			5						
02	Press Communication	CP05	2	2			5						
03	Jobs and Careers with the Profession of PR Specialist	JC05	2	1			5						
04	Introduction to Human Resource Management	IMR05	2	1			5						
05	Negotiation Techniques	TN06						2	2				4
06	Social data analysis	AnDat06						1		2			3
07	Practice + Graduation Thesis Writing-150 hours	PrI06											10
08	(O ₁) Touristic Public Relations	RPT05	2	2			5						
	(O ₁) Gender Studies	SG05											
09	(O ₂) TV Image Editing	EIT05	2	2			5						
	(O ₂) Social reporting	RS05											
10	(O ₃) Advertising Creation and Production	CPP06						2	2				5
	(O ₃) Management of Social Networks	MRS06											
	(O ₃) Personal and group communication	CIG06											
11	(O ₄) Media Planning	PM06						2	2				5
	(O ₄) Techniques for image analysis and interpretation	Than06											

	(O ₄) Online Communication and PR	CPR06										
12	(O ₅) Antropology and Communication	ACO06										
	(O ₅)Aesthetic and Communication	EC06					2	1				3
	(O ₅) Personal branding	CBP06										
	Total		11	10	0	0	30	10	9	0	0	30
	Total didactic hours per week		21					21				