

# Transilvania University of Braşov, Romania

## Study program: Brand Campaign Management

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

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

### 1<sup>st</sup> Year

No. crt.	Course	Code	1 <sup>st</sup> Semester					2 <sup>nd</sup> Semester					
			C	S	L	P	Cred	C	S	L	P	Cred	
01	Image Analysis	AI01	2	2			8						
02	Brand Management	CM01	2	2			8						
03	Promotional Campaigns	CP01	2	1			7						
04	Public Sphere and Political Image	SPIP01	2	1			7						
05	Promotional techniques	TP02						2	1				6
06	Symbolic Construction of Identity	CSI02						2	1				6
07	Psychology of Advertising and Consumer	PRC02						2			2		8
08	Image Evaluation	EI02						2	2				8
	<b>Total</b>		<b>8</b>	<b>6</b>	<b>0</b>	<b>0</b>	<b>30</b>	<b>8</b>	<b>4</b>	<b>0</b>	<b>2</b>	<b>30</b>	
	<b>Total didactic hours per week</b>		<b>14</b>					<b>14</b>					

### 2<sup>nd</sup> Year

No. crt.	Course	Code	3 <sup>rd</sup> Semester					4 <sup>th</sup> Semester					
			C	S	L	P	Cred	C	S	L	P	Cred	
01	Voting Behavior	CV03	2	2			8						
02	Image Crisis Management	GCI03	2	1			7						
03	Media Planning and Evaluation	PEM03	2	1			7						
04	Corporate Branding and Corporate Identity	BIC03	2	1			8						
05	The technique of public discourse	TDP04						2	2				5
06	Mass Media Laboratory	LMM04								2			4
07	Electoral Campaigns	CE04						2	2				6
08	Research Project	PdC04									4		5
09	Elaboration of Dissertation Thesis	ED04											10
	<b>Total</b>		<b>8</b>	<b>5</b>	<b>0</b>	<b>0</b>	<b>30</b>	<b>4</b>	<b>4</b>	<b>2</b>	<b>4</b>	<b>30</b>	
	<b>Total didactic hours per week</b>		<b>13</b>					<b>14</b>					