

Transilvania University of Braşov, Romania

Study program: Digital Media

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

Nr. crt.	Course title	Code	1 st Semester					2 nd Semester				
			C	S	L	P	Cr	C	S	L	P	Cr
1.	Fundamentals of Communication	FC01	2	2			5					
2.	Communication in Digital Media	CMD01	2		2		4					
3.	Marketing	MK01	2	1			4					
4.	Ethics and Deontology	ET01	1		1		4					
5.	Introduction to Advertising	IPO1	2	1			4					
6.	Academic Writing	SA01	1		2		3					
7.	Visual culture	CV01	1	1			3					
8	Introduction to Political Sciences	ISP02						2	1			4
9.	Psychology of digital media user	PMD02						2	1			4
10.	Management of social networks	MRS02						2	1			3
11	Introduction to Public Relations	IRP02						2	2			4
12	Information literacy	CI02						1	1			2
13	Writing for Digital Media	TRO2						1	1			2
14	Research Methods in Communication Science	MC02						2	2			5
15	Practical Training (90 hours)	Pr02										3
16	<i>English</i>	LE01/ LE02	1	1			2	1	1			2
	<i>French</i>	LF01/ LF02										
	<i>German</i>	LG01/LG02										
	<i>Spanish</i>	LS01/LS02										
17	Physical Training	EF01/EF02		1			2		1			2
	Total		12	7	5	0	32	13	11	0	90	32
	Total didactic hours per week		24					24				

2nd Year

Nr. crt.	Course title	Code	3 rd Semester				4 th Semester					
			C	S	L	P	Cr	C	S	L	P	Cr
1.	Social Media	SM03	2	1			5					
2.	Digital Media Production	PMD03	2		2		5					
3.	Creative techniques for designing PR products	TCr03	2	1			4					
4.	Mass-media System	SMM03	2	1			5					

5.	Digital branding	BRD04						2	1			4	
6.	Introduction to online quantitative research	TCO04						2		1		3	
7.	TV Editing	ETV04						2		1		4	
8.	Graphic design	DG04						1		2		4	
9.	Specialty Practice	Pr04										3	
10	(O1) Archiving systems for digital documents	SAD03	2		2		4						
	(O1) Digital repositories management	MDD03											
11.	(O2) Search engine optimization and marketing (SEO & SEM)	SEO03	2		2		4						
		(O2) Information security in the online environment											SIM03
12	(O3) Public Relations Campaigns	CRP04						2	2			3	
		(O3) Intercultural communication											CIC04
13.	(O4) Image analysis and interpretation techniques	Teh04						2	1			3	
		(O4) Media Globalization											GM04
14.	(O5) Musical illustration	IM04						1	2			3	
		(O5) Digital Photography Heuristic											FD04
		(O5) Animation and visual effects											AEV04
15.	<i>English</i>	LE03/ LE04	1	1			3	1	1			3	
		<i>French</i>											LF03/ LF04
		<i>German</i>											LG03/LG04
		<i>Spanish</i>											LS03/LS04
16.	Physical Training	EF03/EF04		1			2		1			2	
	Total		13	5	6	0	32	13	8	4	0	32	
	Total didactic hours per week		24					25					

3rd Year

Nr. crt.	Course title	Code	5 th Semester					6 th Semester				
			C	S	L	P	Cr	C	S	L	P	Cr
1.	Digital communications systems	SCD05	2		2		5					
2.	Communication and organizational behavior	CCO05	2	1			5					
3.	Fake news	FN05	2	1			4					
4.	Qualitative techniques of online research	ThCO05	2	1			4					
5.	TV Production	PTV05	1		2		5					
6.	Media Planning	PM06						2	2			4
7.	Web Design	WD06						2		2		3
8.	Digital printing systems	SDT06						2	2			4
9.	Project Management	MP06						2	1			3
10.	Practice + Diploma Paper Project (150 hours)	PrLO6										10
11.	(O1) Crisis Communication	CSC05	1	2			4					
		(O1) Online Press Communication										
12.	(O2) Social Reportage	RS06	2		2		4					
		(O2) Gender and massmedia										
13.	(O3) Virtual Reality	RV05						2	2			3
		(O3) Sound processing										
14.	(O4) Analysis of digital worlds	GD06						1	2			3
		(O4) Anthropology Writing										

15.	(05) Intellectual property protection	PPI06										
	(05)Legal aspects of media production published on the Internet	ALMPO6	1	1			3					
	Total		13	6	6	0	30	11	9	2	0	30
	Total didactic hours per week		25					22				