

# Transilvania University of Brașov, 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.	COURSES	1 <sup>st</sup> Semester						2 <sup>nd</sup> Semester					
		C	S	L	P	V	Cr.	C	S	L	P	V	Cr.
1	Image analysis	2	2	0	0	E	8						
2	Image evaluation	2	2	0	0	E	8						
3	Creation of content for multimedia	2	1	0	0	E	7						
4	Construction symbolic of identity	2	2	0	0	E	7						
5	Promotional techniques							2	1	0	0	E	6
6	Psychosociology of advertising/consumer							2	0	0	2	E	7
7	Brand management							2	2	0	0	E	8
8	Ethics and integrity							0	0	0	1	E	3
9	The public sphere and the political image							2	1	0	0	E	6
Total		8	7	0	0		30	8	4	0	3		30
Total didactic hours per week		15						15					

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

No Crt	COURSES	3 <sup>rd</sup> Semester						4 <sup>th</sup> Semester					
		C	S	L	P	V	Cr.	C	S	L	P	V	Cr.
1	Voting behavior	2	2	0	0	E	4						
2	Image Crisis Management	2	1	0	0	E	4						
3	Media Planning and Evaluation	2	1	0	0	E	4						
4	Corporate Branding and Corporate Identity	2	1	0	0	E	4						
5	Practice of specialty 03	0	0	0	2	V	10						
6	The technique of public discourse							2	2	0	0	E	5
7	Mass Media Laboratory							0	0	2	0	E	3
8	Electoral Campaigns							2	2	0	0	E	5
9	Research Project							0	0	0	4	E	4
10	Elaboration of Dissertation Thesis							0	0	0	0	V	10
Total		8	5	0	2		26	4	4	2	4		27
Total didactic hours per week		15						14					

No Crt	COURSES with criterion: Optional	3 <sup>rd</sup> Semester						4 <sup>th</sup> Semester					
		C	S	L	P	V	Cr.	C	S	L	P	V	Cr.
1	Theatropy and image	1	1	0	0	E	4						
1	Integrated branding	1	1	0	0	E	4						
2	Personal development and social representations							1	1	0	0	E	3
2	Legislation and author rights in advertisement							1	1	0	0	E	3
Total		1	1	0	0		4	1	1	0	0		3
Total didactic hours per week		2						2					