

Transilvania University of Brașov, Romania

Study program: Branding Campaign Management

Faculty: Sociology and Communication

Study period: 2 years, master

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Image Analysis	AI01	8	2	2		

Course description (Syllabus): The social image of organizations. Brand image. Typology of image. Desirable image. The indicators image system. Technique for establishing image indicators. Advantages of using the indicators image system. Mass media image. Predicted impact. Types of media image. Overall image and imagery. Measuring the forecasted impact. Image Profile. Imagological vulnerabilities. Image profiling and the interpretation of image profile. The notion of image vulnerability. Data quantification. Collection and quantification of data stage of analysis. Defining and managing a database. Image analysis. Typology of image analysis. Standard image analysis. Stages of development of image analysis. The content of image analysis. Organizations image management. The image coherence and the imagological action plan.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Brand Management	CM01	8	2	2		

Course description (Syllabus): Brand and brand management; the role of marketing in the brand building process; marketing environment analysis; market segmentation; positioning and brand values; market strategies; product policy and brand; measurement of brand equity sources.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Advertising Campaigns	CP01	7	2	1		

Course description (Syllabus): Consumer society: Consumerism, Personality and consumption, Types of consumption, Jean Baudrillard. Asymmetry Need-Desire: Need advertised as Need, Need advertised as Desire, Desire advertised as Need, Desire advertised as Desire, Homo Dependens. Life style: Concepts, AIO, VALS, Lifestyles in Romania. Advertising Campaigns: Life stages of product, Stages in strategic planning. Creation in advertising: The flux of activities, Creation process, The structure of an advertising message. Brand wheel: Theory, diagram, Applications.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Public Sphere and Political Image	SPIP01	7	2	1		

Course description (Syllabus): Public Sphere – origins and development (Habermas and the public sphere, The public sphere in the XXI century), Public opinion and political communication, the political show, political image (defining the concept of image, the process of image formation, the analysis of political image), Political PR, Modern electoral practices and their consequences.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Promotional Techniques	TP02	6	2	1		

Course description (Syllabus): The role of the promotional Techniques in the organization. A brief history of the promotional Techniques. The objectives of promotional Techniques process. The planning process of the promotional Techniques. The advertising agency. Message creation and production. Traditional channels of message delivery: TV,

radio, cinema, outdoor and print media. Sales promotion and point of purchase advertising. Events, sponsorship and brand experience. Direct marketing and personal selling. Online marketing communication.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Symbolic construction of identity	CSI02	6	2	1		

Course description (Syllabus): Symbol definition; signs and symbols; identity expression through linguistic symbols. The role of symbols, symbol formation. Types of symbolic communication. Symbol characteristics, types of symbols. Photovoice, social advertising. Visual irony; visual emotion and humour. Individual and collective identity items. Self-identification, collective identification. Identity expressed through behaviour, body language, clothing. Identity through possession. Affective resonance of symbols. Impression management, self-presentation, self-presentation tactics.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Psychology of advertising and consumer	PRC02	8	2			2

Course description (Syllabus): Processing the visual information; Colours; Emotions; Humor; Nonverbal in advertising; Sexuality; Gender and advertising; Children and advertising.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Image evaluation	EI02	8	2	2	-	-

Course description (Syllabus): The social images and social representations; The image of an organization / company. Trademarks and brands; Brand and image perception of the organization. Brand associations and their assessment; Brand awareness and its assessment; Ethics in assessing social image reflected in advertising; Social involvement as image indicator/landing and the concept of *Social Responsibility*; Specific working tools for image indicators; Image indices; Public administration and its image. The research methodology for image revealing.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Ethics and Academic Integrity	ET02	2				1

Course description (Syllabus): *Ethics and Academic Integrity* is a discipline focused on familiarising master students with the standards regarding how to draft and publish academic texts of various types. This discipline entails an applied approach that will allow master students to attain a greater level of understanding and proficiency in integrity academic text. More specifically, this course includes relevant information and skills about the authoring process related to all the stages of producing a finished piece of text.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Voting behavior	CV03	8	2	2		

Course description (Syllabus): Voting behavior - theoretical perspectives; Research Methodology of voting behaviour; The importance of electoral context; The electoral frame; The electoral field; Measuring the effects of election campaigns; Product interaction – Voting.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Image Crisis Management	GCI03	7	2	1		

Course description (Syllabus): Image of the organisations; Management of the image; Types of crisis; Organisational crisis; Communication crisis; Media crisis; Image crisis; Analysis of image crisis; Means/Techniques of solving image crisis; Communication in crisis situations. Case studies.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Media Planning and Evaluation	PEM03	7	2	1	-	-

Course description (Syllabus): Media Planning and Evaluation is a multi-media advertising course that aims to enable you to develop advanced skills and in-depth knowledge of the creative, practical, conceptual, critical and analytical aspects of advertising.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Brand and Corporate Identity	BIC03	8	2	1	-	-

Course description (Syllabus): Brands and brand management; The role of marketing in the brand building process; Marketing environment analysis – condition of brand equity efficiency; market segmentation; positioning and values of brand; market strategies; product policy and brand; measurement of brand equity sources.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Mass media Laboratory	LMM04	4			2	

Course description (Syllabus): Mass-media items – Definitions. Practical applications. Universe of mass media public. Focus Group. Coverage and Rating. GRP's (Gross Rating points). Total GRP's. Contacts. Frequency, CPT (Cost per Thousand). Mass-media channels. Focus Group. Geographical particularities. Frequency/Coverage ratio. Reactions to media competitors. Media strategy related to different types of PR campaign. Stages of media strategy. Establishing strategy and objectives for marketing. Converting marketing strategy and objectives into media objectives. Establishing strategy and objectives for communication.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Electoral Campaigns	CEO4	5	2	2		

Course description (Syllabus): The electoral framework (The Political and Electoral System, Base Structures of the Romanian Electoral System, Consequences of Electoral Laws, Political Transition Effects, The Actors: Political Parties and Electors, Procedure: the Election Campaigns), The electoral field (From Electoral Framework to the "New" Public Space, The Mediated Public Space, Components of the Election Field), The Mass media and Political Communication Credibility, The credibility of Opinion Polls (Credibility as a Manipulation Source, The Experts' Perspective, Influence and Presentation of Polls Results in the Media).

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Career Plan	PdC04	5	-	-	-	4

Course description (Syllabus): Designing a career involves several steps, each of which is important for career success. Steps in developing a career plan refer to: Taking the lead in developing your own career plan; Explore related career aspirations; Inventor the strengths and areas for personal development through a complex process of self-knowledge and structuring the feedback obtained from various sources; Research the labor market according to your interests, qualifications and professional skills;

Discipline optionale

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Theatralogy and Image		4	-1	-1	-0	0

Course Description (Syllabus): This course explores the role of image in theatrical theory and practice. It examines theatre as a system of visual, symbolic, and expressive images that shape meaning and audience perception. The concept of theatrical image is analyzed in relation to performance, staging, scenography, costume, lighting, and the

actor's presence. Typologies of theatrical image are addressed, including scenic, performative, directorial, and institutional image. The course introduces semiotic and imagological approaches to theatrical image analysis, focusing on visual signs, symbols, and aesthetic coherence. Methods for identifying and interpreting image indicators in theatrical productions are presented, along with techniques for evaluating their impact. Media representations of theatre and their influence on public image are also examined. Students will study image profiling, imagological vulnerabilities, and strategies for managing and maintaining coherent theatrical images within cultural organizations and performance contexts.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Integrated Branding		4	-1	-1	-0	0

Course Description (Syllabus): This course examines integrated branding as a strategic process of creating and managing a coherent brand identity across multiple communication channels. It explores the concept of brand image and brand equity, focusing on the alignment between visual identity, messaging, values, and organizational behavior. The course analyzes the components of an integrated branding system, including brand positioning, brand architecture, and brand indicators. Methods for evaluating brand coherence and consistency are presented, along with techniques for measuring brand perception and impact. Special attention is given to the role of mass media, digital platforms, and experiential branding in shaping public image. Students will study brand profiling, vulnerabilities in brand image, and risks related to fragmentation or misalignment. The course also addresses data collection and analysis for branding research, as well as strategic planning and management of integrated branding initiatives within organizations.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Personal Development and Social Representations		3	-1	-1	-0	0

Course Description (Syllabus): This course explores the relationship between personal development and social representations as frameworks for understanding individual identity within social contexts. It examines how beliefs, values, stereotypes, and collective images influence self-perception, behavior, and interpersonal relations. The course addresses the formation and transformation of social representations and their impact on personal growth, communication, and social integration. Key concepts include identity construction, self-image, social roles, and symbolic interaction. Methods for analyzing social representations are introduced, combining qualitative and quantitative approaches. The course also focuses on the role of media, culture, and social institutions in shaping representations and influencing personal development. Students will study strategies for self-awareness, adaptive behavior, and critical reflection in relation to dominant social images. Emphasis is placed on developing personal and social competencies that support ethical engagement, resilience, and effective participation in contemporary society.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Legislation and Author Rights in Advertising		3	-1	-1	-0	0

Course Description (Syllabus): This course examines the legal framework governing advertising practices, with a focus on legislation and author rights. It introduces the principles of advertising law, intellectual property, and copyright protection as they apply to creative and commercial communication. The course analyzes authors' moral and economic rights, licensing, and the use of protected works in advertising campaigns. Key topics include trademarks, patents, neighboring rights, and the legal protection of brand identity. Students will study regulations on fair competition, misleading advertising, comparative advertising, and consumer protection. The course also addresses legal responsibilities of advertisers, agencies, and media institutions. Case studies are used to illustrate legal conflicts, infringements, and dispute resolution. Emphasis is placed on ethical and lawful decision-making in advertising practice, as well as risk prevention and compliance strategies within national and international legal contexts.