

# 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)

1<sup>st</sup> Year

No crt	Course	1 <sup>st</sup> Semester						2 <sup>nd</sup> Semester					
		C	S	L	P	V	Cr.	C	S	L	P	V	Cr.
1	Fundamentals of Communication	2	2	0	0	E	5						
2	Introduction to Philosophy	2	1	0	0	E	4						
3	Logic	2	1	0	0	E	5						
4	Informatics for Communication	1	0	1	0	E	3						
5	Academic Writing	1	2	0	0	E	4						
6	Verbal and nonverbal communication	2	2	0	0	E	4						
7	Ethics	1	1	0	0	E	2						
8	Language English 1	1	1	0	0	V	2						
8	Language French 1	1	1	0	0	V	2						
8	Language Spanish 1	1	1	0	0	V	2						
9	Physical Training 1	0	1	0	0	V	1						
10	Marketing							2	1	0	0	E	4
11	Introduction to Public Relations							2	2	0	0	E	5
12	Information literacy							1	0	1	0	E	3
13	Creative techniques in developing public relations products							2	1	0	0	V	4
14	Ethics and academic integrity							1	1	0	0	E	3
15	Introduction to political sciences							2	2	0	0	E	5
16	History of the press							2	2	0	0	E	3
17	Language English 2							1	1	0	0	V	2
17	Language French 2							1	1	0	0	V	2
17	Language Spanish 2							1	1	0	0	V	2
18	Physical Training 2							0	1	0	0	V	1
Total		12	11	1	0		30	13	11	1	0		30
Total didactic hours per week		24						25					

**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	Pr.		V	Cr.
1	Introduction to Mass-media System	2	2	0	0	E	5								
2	Introduction to Advertising	2	2	0	0	E	5								
3	Social communication	2	1	0	0	E	4								
4	Research methodology in communication sciences	2	2	0	0	E	5								
5	Language English 3	1	1	0	0	V	2								
5	Language French 3	1	1	0	0	V	2								
5	Language Spanish 3	1	1	0	0	V	2								
6	Physical Training 3	0	1	0	0	V	1								
7	Promotional tools							2	2	0	0	0		E	5
8	Campaign of relations publicly							2	2	0	0	0		E	5
9	Public Relations Campaigns							2	2	0	0	0		E	5
10	Practice of specialty 04							0	0	0	2	62		V	3
11	Language English 4							1	1	0	0	0		V	2
11	Language French 4							1	1	0	0	0		V	2
11	Language Spanish 4							1	1	0	0	0		V	2
12	Physical Training 4							0	1	0	0	0		E	1
Total		9	9	0	0		22	7	8	0	2	62			21
Total didactic hours per week		18						17							

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	Social media	2	2	0	0	E	4						
1	Cultural PR	2	2	0	0	E	4						
2	Intercultural communication	2	2	0	0	E	4						
2	Rhetoric	2	2	0	0	E	4						
3	Communication and leadership in crisis situations							2	2	0	0	E	4
3	Media globalization							2	2	0	0	E	4
4	TV production							2	0	2	0	E	5
4								2	0	2	0	E	5
Total		4	4	0	0		8	4	2	2	0		9
Total didactic hours per week		8						8					

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	Volunteering	0	0	0	2	V	2						
2	Sociology of community development	2	1	0	0	V	3						
3	Language - French	1	1	0	0	V	2						
4	Language - Italian	1	1	0	0	V	2						
5	Language - Spanish	1	1	0	0	V	2						
6	Volunteering							0	0	0	2	V	2
7	Digital Branding							2	1	0	0	V	3
8	Language - French							1	1	0	0	V	2
9	Language - Italian							1	1	0	0	V	2
10	Language - Spanish							1	1	0	0	V	2
Total		5	4	0	2		11	5	4	0	2		11
Total didactic hours per week		11						11					

**3<sup>rd</sup> Year**

No Crt	Courses	5 <sup>th</sup> Semester						6 <sup>th</sup> Semester						
		C	S	L	P	V	Cr.	C	S	L	P	Pr.	V	Cr.
1	Applications of semiotics in communication and public relations	1	2	0	0	E	4							
2	communication with the press	2	2	0	0	E	4							
3	Organizational communication and behavior	2	1	0	0	E	4							
4	Sociology of Communication	2	1	0	0	E	4							
5	Social data analysis	1	0	2	0	E	4							
6	Negotiation techniques							2	2	0	0	0	E	5
7	Jobs and careers with the profession of public relations specialist							2	1	0	0	0	E	4
8	Personal branding							2	1	0	0	0	E	4
9	Graduation Thesis Writing							0	0	0	0	80	V	3
10	Ai in education							2	2	0	0	0	E	4
Total		8	6	2	0		20	8	6	0	0	80		20
Total didactic hours per week		16						14						

No crt	COURSES with criterion: Optional	5 <sup>th</sup> Semester						6 <sup>th</sup> Semester					
		C	S	L	P	V	Cr.	C	S	L	P	V	Cr.
1	Tourist Public Relations	2	2	0	0	E	5						
1	Gender Studies	2	2	0	0	E	5						
2	TV Image Editing	2	0	2	0	E	5						
2	Social Reporting	2	0	2	0	E	5						
3	Advertising Creation and Production							2	2	0	0	E	5
3	Social Media Management							2	2	0	0	E	5
3	Interpersonal and Group Communication							2	2	0	0	E	5
4	Online Communication and PR							2	2	0	0	E	5
4	Media Planning							2	2	0	0	E	5
4	Techniques for Image Analysis and Interpretation							2	2	0	0	E	5
Total		4	2	2	0		10	4	4	0	0		10
Total hours TEACHING on week		8						8					

No crt.	COURSES with criterion: Optional	5 <sup>th</sup> Semester						6 <sup>th</sup> Semester					
		C	S	L	P	V	Cr.	C	S	L	P	V	Cr.
1	Volunteering	0	0	0	2	V	2						
2	Legislation labor	2	1	0	0	V	3						
3	Language Romance- French	1	1	0	0	V	2						
4	Language Romance- Italian	1	1	0	0	V	2						
5	Language Romance- Spanish	1	1	0	0	V	2						
6	Volunteering							0	0	0	2	V	2
7	Web design							2	0	2	0	V	3
8	Language Romance- French							1	1	0	0	V	2
9	Language Romance- Italian							1	1	0	0	V	2
10	Language Romance- Spanish							1	1	0	0	V	2
Total		5	4	0	2		11	5	3	2	2		11
Total hours TEACHING on week		11						12					