

Transilvania University of Braşov, Romania

Study program: Digital Media (in English)

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

No.	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	CDM01	1	2			5					
3.	Introduction to Public Relations	IPR01	2	2			5					
4.	Ethics, academic integrity, and professional responsibility	ET01	1	2			4					
5.	Introduction to Advertising	IA01	2	1			5					
6.	Academic Writing	AW01	1		2		3					
7.	Visual Culture	VC02						2	2			5
8.	Psychology of digital media user	PDM02						2	2			5
9.	Critical Thinking	CT02						2	1			5
10.	Marketing	MK02						2	1			4
11.	Information literacy	ILO2						1	1			4
12.	Writing for Digital Media	WDM02						1	2			4
13.	French	LF01/ LF02	1	1			2	1	1			2
	German	LG01/ LG02										
	Spanish	LS01/ LS02										
14.	Physical Training	EF01/ EF02		1			1		1			1
	Total		10	11	2	0	30	11	11	0	0	30
	Total didactic hours per week		23					22				

2nd Year

No.	Course title	Code	3 rd Semester					4 th Semester				
			C	S	L	P	Cr	C	S	L	P	Cr
1.	Digital Media Production I	DMP03	2		2		5					
2.	Mass-Media System	MMS03	2	2			5					
3.	Research Methods in Communication Science	RMCO3	2	2			5					
4.	Media and Society	MS03	2	2			4					
5.	Social Media	SM04						2	2			5
5.	Communication on mobile devices	CMD04						2		1		4
6.	Grafic design	DG04						2		2		5
7.	Specialty Practice (field base)	Pr04									2	3
8.	(01) Archiving systems for digital documents	ASD03	2	2			4					
	(01) Analysis of digital worlds	MG03										

9.	(02) Search engine optimization and marketing (SEO & SEM)	SEO03	2		2	5						
	(02) Information security in the online environment	ISO03										
10.	(03) Public Relations Campaigns	PRC04					2	2				5
	(03) Social communication	SC04										
11.	(04) Musical illustration	MI03	1	1		2	1	1				2
	(04) Digital Photography Heuristic	FD04										
	(04) Animation and Visual Effects	AEV04										
	French	LF03/ LF04										
	German	LG03/ LG04										
	Spanish	LS03/ LS04										
14.	Physical Training	EF03/ EF04		1		1		1				1
	Total		13	10	4	0	30	10	8	3	2	32
	Total didactic hours per week		27					23				

3rd Year

No.	Course title	Code	5 th Semester					6 th Semester				
			C	S	L	P	Cr	C	S	L	P	Cr
1.	Digital Media Production II	DMP05	2		2		5					
2.	Organizational communication and behaviour	CC005	1	2			5					
3.	Fake News	FN05	2	1			5					
4.	Artificial Intelligence and Digital Media	AAI05	2	2			5					
5.	Web Design	WD06						2		2		4
6.	Digital Printing Systems	DPS06						1	1			4
7.	Digital Branding	BRD06						2	2			4
8.	Thesis Writing	PrL06										3
9.	(01) Digital Storytelling	DS05	2	2			5					
	(01) Humour on Digital Media	HDM05										
10.	(02) Social Reportage(video)	SR05	2	2			5					
	(02) Gender and Mass Media	GMM05										
11.	(03) Virtual Reality	VR06						2	2			5
	(03) Sound Production	SP06										
12.	(04) Digital Anthropology	DA06						2	2			5
	(04) Data visualization	DV06										
13.	(05) Intellectual property protection	PPI06						2	2			5
	(05) Online Public Relations	OPR06										
	Total		11	9	2	0	30	11	9	2	0	30
	Total didactic hours per week		22					22				