

Transilvania University of Brașov, 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.	Fundaments of Communication	FC01	2	2			5					
2.	Communication in Digital Media	CMD01	2		2		4					
3.	Marketing	MK01	2	1			4					
4.	Ethics, Integrity, and Professional Deontology	ET01	1		1		4					
5.	Introduction to Advertising	IP01	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.	Information security in the online environment	SIM02						1		2		4
11.	Introduction to Public Relations	IRP02						2	2			4
12.	Information literacy	CIO2						1	2			3
13.	Writing for Digital Media	TR02						1	1			3
14.	Creative techniques for designing PR products	MC02						2	1			4
15.	English	LE01/ LE02	1	1			2	1	1			2
	French	LF01/ LF02										
	German	LG01/LG02										
	Spanish	LS01/LS02										
16.	Physical Training	EF01/EF02		1			2		1			2
	Total		12	7	5	0	32	12	11	2	90	32
	Total didactic hours per week						24				25	

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			4					
2.	Digital Media Production	PMD03	2		2		5					
3.	Research Methods in Communication Science	TCr03	2	2			4					
4.	Mass Media System	SMM03	2	1			5					
5.	Legal aspects of media production published on the Internet	ALPMIO3	1	2			3					
6.	Digital branding	BRD04						2	1			4
7.	Introduction to online quantitative research	TC004						2		1		3

8.	TV Editing	ETV04					2		1		4		
9.	Graphic design	DG04					1	2			4		
10.	Professional Practice	Pr04									3		
11.	(O1) Archiving systems for digital documents	SAD03	2	2	3								
	(O1) Digital world analysis	ALD03											
12.	(O2) Search engine optimization and marketing (SEO & SEM)	SE003	2	2	4								
	(O2) Applications of Artificial Intelligence in Digital Media	SIM03											
13.	(O3) Public Relations Campaigns	CRP04					2	2			3		
	(O3) Intercultural communication	CIC04											
14.	(O4) Musical illustration	IM04					2	1			3		
	(O4) Animation and visual effects	AIV04											
15.	(O5) Media globalization	GM04					1	2			3		
	(O5) Digital Photography	FD04											
16.	English	LE03/ LE04	1	1			3	1	1		3		
	French	LF03/ LF04											
	German	LG03/LG04											
	Spanish	LS03/LS04											
17.	Physical Training	EF03/EF04		1		2		1			2		
	Total			14	7	6	0	32	13	10	2	0	32
	Total didactic hours per week				27				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	CC005	2	1			4							
3.	Fake news	FN05	2	1			4							
4.	Qualitative techniques of online research	ThC005	2	1			4							
5.	TV Production	PTV05	1		2		4							
6.	Media Planning	PM06						2	2			5		
7.	Web Design	WD06						2		2		4		
8.	Digital printing systems	SDT06						1	1			4		
9.	Project Management	MP06						2	1			4		
10.	Practice + Diploma Paper Project (80 hours)	PrL06										3		
11.	(O1) Crisis Communication	CSC05	1	2			4							
	(O1) Online Press Communication	CP005												
12.	(O2) Social Reportage	RS06	2		2		5							
	(O2) Gender and massmedia	SG06												
13.	(O3) Virtual Reality	RV05						2	2			5		
	(O3) Sound processing	PS05												
14.	(O4) Digital repository management	MDD06						1	2			5		
	(O4) Digital Anthropology	AD06												
	Total			12	5	6	0	30	10	8	2	0	30	
	Total didactic hours per week				23				20					