

# Transilvania University of Braşov, 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)

### 1<sup>st</sup> Year

Nr. crt.	Course title	Code	1 <sup>st</sup> Semester				2 <sup>nd</sup> 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	CI02						1	2			3
13.	Writing for Digital Media	TR02						1	1			3
14.	Creative techniques for designing PR products	MC02						2	1			4
15.	<i>English</i>	LE01/ LE02	1	1			2	1	1			2
	<i>French</i>	LF01/ LF02										
	<i>German</i>	LG01/LG02										
	<i>Spanish</i>	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					

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

Nr. crt.	Course title	Code	3 <sup>rd</sup> Semester				4 <sup>th</sup> 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	ALPMI03	1	2			3					
6.	Digital branding	BRD04						2	1			4
7.	Introduction to online quantitative research	TCO04						2		1		3

8.	TV Editing	ETV04						2		1		4
9.	Graphic design	DG04						1	2			4
10.	Professional Practice	Pr04										3
11.	(01) Archiving systems for digital documents	SAD03	2		2		3					
	(01) Digital world analysis	ALD03										
12.	(02) Search engine optimization and marketing (SEO & SEM)	SEO03	2		2		4					
	(02) Applications of Artificial Intelligence in Digital Media	SIM03										
13.	(03) Public Relations Campaigns	CRP04						2	2			3
	(03) Intercultural communication	CIC04										
14.	(04) Musical illustration	IM04						2	1			3
	(04) Animation and visual effects	AIV04										
15.	(05) Media globalization	GM04						1	2			3
	(05) Digital Photography	FD04										
16.	<i>English</i>	LE03/ LE04	1	1			3	1	1			3
	<i>French</i>	LF03/ LF04										
	<i>German</i>	LG03/LG04										
	<i>Spanish</i>	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				

### 3<sup>rd</sup> Year

Nr. crt.	Course title	Code	5 <sup>th</sup> Semester					6 <sup>th</sup> Semester				
			C	S	L	P	Cr	C	S	L	P	Cr
1.	Digital communications systems	SCD05	2		2		5					
2.	Communication and organizational behavior	CCO05	2	1			4					
3.	Fake news	FN05	2	1			4					
4.	Qualitative techniques of online research	ThCO05	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.	(01) Crisis Communication	CSC05	1	2			4					
	(01) Online Press Communication	CP005										
12.	(02) Social Reportage	RS06	2		2		5					
	(02) Gender and massmedia	SG06										
13.	(03) Virtual Reality	RV05						2	2			5
	(03) Sound processing	PS05										
14.	(04) Digital repository management	MDD06						1	2			5
	(04) Digital Anthropology	AD06										
	Total		12	5	6	0	30	10	8	2	0	30
	Total didactic hours per week		23					20				