Transilvania University of Braşov, Romania
Study program: Digital Media

Faculty: Sociology and Communication
Study period: 3 years (bachelor)

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Fundaments of Communication	FC01	5	2	2		

Course description (Syllabus): Introduction. Tests on communication style analysis, oral communication, and listening; conceptual delimitations. Definition of communication; intrapersonal, interpersonal, social, group, and mass communication. Objectives, mechanisms, and signs (means of communication); types of signs. Constitutive factors of the communication process (agents of communication: sender and receiver, the message, the code, the situation, and the transmission channel). What do verbal and nonverbal communication mean? Verbal communication (forms and functions, styles, and verbal communication strategies) and nonverbal communication from the perspective of dramaturgical sociology. Face and facial expressions. Clothing and social values. The McDonaldization of nonverbal communication. Detailing and explaining some "Basic Questions on the Communication Process." The debate on "Communication Axioms," supported by relevant quotations from *Pragmatics of Human Communication: A Study of Interactional Patterns, Pathologies, and Paradoxes*, by Paul Watzlawick, Janet Beavin Bavelas, and Donald D. Jackson (1967).

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Communication in Digital Media	CMD01	4	2		2	

Course description (Syllabus): New Media. Analog vs. Digital. Information: encoding and transmission. Using Internet services. Hardware/software support for communication in digital media. On-line communication.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Marketing	MK01	4	2	1		

Course description (Syllabus): Introductory course: history and main concepts; Ethical and social aspects regarding marketing activity; Marketing environment; Market segmentation; Marketing objectives; Understanding consumer behaviour; Positioning and repositioning; Product policy and new product strategies; Pricing strategies; Placement strategies; Marketing communication.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Ethics, Integrity, and Professional Deontology	ET01	4	1		1	

Course description (Syllabus): Ethical theories; ethics and communication; ethical responsibility; deontological codes; deontology and its limits.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Introduction to Advertising	IP01	4	2	1		

Course description (Syllabus): This course provides an introductory study of advertising. It focuses on explaining the persuasion strategies of advertising communication by using key descriptors such as advertising, research, and media.

Based on these foundations, the course aims to develop competencies for both accurate and effective perception of advertising messages, as well as for planning and developing advertising campaigns.

Students will learn about the most important types of advertisements, the integrated services offered by advertising agencies, the stages of the product life cycle from an advertising perspective, and the component elements of advertising content.

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Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Visual Culture	CV01	3	1	1		

Course description (Syllabus): This course introduces students to the interdisciplinary study of visual culture, exploring the intersections of art, advertising, digital imagery, popular culture, politics, and more. Students engage in brainstorming, discussions, and visual analyses to understand the act of looking as a tension between the viewer's knowledge and emotions and the context of the image. Key domains include fine arts, popular culture, advertising, institutional and digital media, visual anthropology, and scientific imagery. The course covers major concepts and theories shaping visual culture. Students examine how images influence society and culture through case studies, iconic works, and contemporary phenomena (e.g., viral media, NFTs). Practical activities include painting, digital creation, animation, and AI-assisted visual projects. Emphasis is placed on visual perception, audience interpretation, and the triad of image – viewer - creator within historical, social, and technological contexts. .

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Academic Writing	SA01	3	1		2	

Course description (Syllabus): Academic Writing is a course focused on familiarising Digital Media students with current standards for drafting, presenting, and/or publishing various types of academic papers. The course adopts an approach designed to help students attain a higher level of understanding and proficiency in academic writing. More specifically, the course provides relevant information and develops skills related to all stages of producing a finished academic text: (1) types of academic documents; (2) conceptualising what to write; (3) planning the text through outlining; (4) drafting sections; (5) writing the complete text; (6) revising and rewriting; and (7) finalising the academic document in an appropriate form, including publishing the entire text or selected parts of it. Particular attention is given to the accuracy of academic writing, which includes but is not limited to: (a) considerations regarding writing style; (b) correct editing of bibliographic references; (c) measures to avoid plagiarism; and (d) principles for presenting data, tables, and graphics.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Introduction to Political Sciences	ISP02	4	2	1	-	-

Course description (Syllabus): Politics definions; Political ideologies; The state; Political regimes; Constitutional systems; Democracy; Executive, legislative, birocracy; Interest groups; Political parties; Elections; Political communication and public opinion.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Psychology of digital media user	PMD02	4	2	1		

Corse description (Syllabus): Cyberpsychology is the study of how widespread computer technologies, especially the Internet, affect people on cognitive, affective and behavioural level both online and in the real day by day life. The focus of this approach is on using the implications of this knowledge for improving our wellbeing in this digital age.

Students will learn about cyberpsychology concepts, online desinhibition effect, specific characteristics of interpersonal relationships in cyberspace, specific forms of cyberbulling, Internet use addiction.

Course title	Code	No. of	Number of hours per week			

		credits	course	seminar	laboratory	project
Information security in the online environment	SIM02	4	1		2	

Course description (Syllabus): Security. Securing network applications; Cryptography fundamentals; Access policies: network, computer, user account; Privacy, policy models; Authorization, authentication (unilateral and mutual symmetry, dynamic asymmetry) and secure services; Digital signature, certificates; TCP connection security: Open SSL and TLP; Web and e-mail security; Models for implementing security policies; Securing computer networks: firewalls and intrusion prevention systems; Implementation of network security: VPN and IPSec; Security of wireless communications systems; E-commerce security; Implications of security.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Introduction to Public Relations	IRP02	5	2	2		

Course description (Syllabus): What is PR? (defining PR); Jobs and activities in PR; Similarities and differences between Public Relations, Marketing and Advertising (exploring and explaining the differences); Historical Development of Public Relations; Theories and key concepts: 'Basic' theories of communication and the concept of communication, Public, organization and the Relationship theories (Systems theory and Situational Theory), The Public Sphere, the Public Opinion and Social Influence Theories (Social exchange theory, social learning theory), Mass Communication Theories (Agenda Setting and Media Framing), Rhetorical and Engagement Theories, Postmodern and Socio-Cultural Theories of Public Relations; Communication Process in Organization (Internal and External Communication, Identity, Image, Reputation, Corporate Social Responsibility); Strategic Planning: Activities and programmes (types of events, campaigns, programmes); (8) The Process of Public Relations(objectives, research, strategies and tactics, evaluation); (9) Ethics and Professionalism.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Information literacy	CI02	2	1	1		

Course description (Syllabus): To improve students' abilities to locate, collect and evaluate information in any format. Some objectives are to support the university analytical program and to participate in the academic scientific communication process to promote and acquire lifelong learning and lifelong learning skills. General competences regarding information literacy are structured on 3 components: accessing, evaluating and using information. Within the discipline the students will learn the specific competences imposed in the activity of documentation and then communication of the scientific information learning about searching strategies, databases, information management, citation, plagiarism, using ethic information.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Writing for Digital Media	TR02	2	1	1		

Course description (Syllabus): This course goes over the fundamental principles of developing content for digital media, with a focus on helping students master professional writing in several contemporary environments.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Creative techniques for designing PR products	TCr02	4	2	1	-	-

Course description (Syllabus): Creativity as aptitude; Creativity as process; Individual creative techniques; Group creative techniques; Brainstorming and varieties of the brainstorming; Creative techniques in the working procedures of publicity, advertising and public relations agencies.

Course title	Code	No. of	Number of hours per week			

		credits	course	seminar	laboratory	project
Social Media	SM03	4	2	1		

Course description (Syllabus): Defining and Understanding Social Media, Sociality through Social Network Sites; Social Capital (types of relationships and their value); Social networks (structure, function, diffusion of information in the network and influences); Participatory culture and spreadable media; Social Network Sites as Virtual Communities; Impact of Artificial Intelligence and Big Data on Social Media; Social and Psychological Aspects of Social Media Use; The Dark Side of Social Media.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Digital Media Production	PMD03	5	2		2	

Course description (Syllabus): Defining and understanding the building blocks of digital media. Fundamentals on multimedia building blocks (sound, images, video sequences, text). Compression methods. Images (digital representation, image handling, image compression). Audio (analog and digital representation, working with audio, audio perception, audio compression, embedding audio). Video (digital representation, parameters, video compression, video editing). Building digital multimedia applications. Managing media content. Digital media streaming.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Research Methods in Communication Science	MC03	4	2	2		

Course description (Syllabus): The course provides an overview of the concepts, methods, and techniques used in quantitative and qualitative communication research, including: the scientific method as applied to communication research; the use of theories in mass communication research; ethical issues concerning research participants and the dissemination of findings; conducting communication research, including research design; survey research and questionnaire design; qualitative research, including individual interviews and focus groups; qualitative data analysis; textual analysis techniques; and an introduction to audience measurement.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Mass Media System	SMM03	5	2	1		

Course description (Syllabus): This course examines mass media as an object of sociological analysis, including the connotations of the term *media*, historical periods, and key research issues. It introduces research methods and techniques such as sociological surveys, press inquiries, content analysis, semantic differential, and mediametric studies. Students will explore the means of mass communication, including print, electronic, independent, and broadcast media, and other communication channels. The course also covers the mass communication process, addressing individual and social communication, functions of mass communication, analytical models, content, advertising, and propaganda. Finally, it examines the effects of media communication on audiences, the impact of media consumption on public opinion, sociological paradigms of communication media, and persuasion and attitudinal change.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Legal aspects of media production published on the Internet	ALPMI03	3	1	1	-	-

Course description (Syllabus): The course aims to familiarize students with the law and the judicial practice on certain aspects related to the Internet (respect for privacy, cybercrime, etc.), focusing on the law and jurisprudence in Romania and the EU regarding the subject of information technology law. Students will develop their ability to understand and interpret the rules of law concerning specific situations, and analytical ability. The course lies on the border between

law, communication and media production addressing many issues specific virtual environment that is congruent with the juridical.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Digital branding	BRD04	4	2	1		

Course description (Syllabus): What digital branding really means; Value proposition; Mapping the user journey; Objectives in digital branding; Social media; Online advertising; Price strategies in the digital era; From integration to transmedia campaigns; Measuring digital branding.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Online quantitative research	TCO04	3	2		1	

Course description (Syllabus): Measurement problems in the social sciences. Principles of sampling. Sampling procedures. Univariate data analysis: statistical indicators, tables, and graphs. Hypothesis testing. Bivariate data analysis.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
TV Editing	ETV04	4	2		1	

Course description (Syllabus): Building on the theoretical and practical knowledge acquired throughout the course, students will develop the ability to edit television news and content in accordance with TV editing rules and regulations. They will learn the importance of video editing for television, as well as basic framing, camera shot types, and camera movements. Students will become familiar with various types of short-form television video genres and understand the different editing approaches required for each. The course also covers how to set up an editing project and apply appropriate editing methodologies. In addition, students will understand the role of soundtrack and sound design in video editing and will be encouraged to develop a unique and individual editing vision.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Graphic Design	DG04	4	1	2		

Course description (Syllabus): This course offers an introduction to graphic design, addressing its definition, tools, relationship with digital media, creative process, and the role of the graphic designer. It provides a concise historical overview, from its origins through the Industrial Revolution and the Arts and Crafts movement, Art Nouveau, avant-garde and modernism, pop and radical design, and postmodernism. The course also explores advertising design, with a focus on corporate design, branding, visual identity, logos, and packaging design. Students will learn the fundamental elements and principles of graphic design, including form and volume, imagery, typography, space, color, balance, proportion, contrast, hierarchy, and Gestalt principles. Finally, the course addresses the purpose and principles of creating a graphic design portfolio, emphasizing coherence, balance, and the presentation of relevant examples.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Professional Practice	Pr04	3	-	-	-	-

Course description (Syllabus): *Professional Practice* introduces students to the objectives and requirements of the internship through an initial meeting focused on the general framework of practice activities and opportunities for collaboration with partner organizations and institutions. The course includes mandatory training on safety and security measures for conducting practice activities outside the university, as well as guidance on preparing reports and the collective training file. Student activity is monitored throughout the academic year, with intermediate reports submitted to document the number of practice hours completed. The course concludes with a final evaluation based

on the internship activity journal, which documents the tasks and competencies developed during the 90 hours of practical activities carried out in companies, NGOs, or public institutions.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Archiving systems for digital documents	SAD03	3	2	2		

Course description (Syllabus): Archivematica is an integrated suite of open-source software tools that allows users to process digital objects from ingest to access in compliance with the ISO-OAIS functional model. Users monitor and control ingest and preservation micro-services via a web-based dashboard. Archivematica uses METS, PREMIS, Dublin Core, the Library of Congress BagIt specification and other recognized standards to generate trustworthy, authentic, reliable and system-independent Archival Information Packages (AIPs) for storage in your preferred repository. Students will learn about digital preservation and to use Archivematica.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Digital World Analysis	ALD03	3	2	2		

Course description (Syllabus): Digital World Analysis is a course focused on examining virtual worlds and virtual communities with the help of various sociological and anthropological methods and theories. This course is meant to allow students attain a greater level of understanding of the relevance of in-game open worlds created with the help of digital technologies. More specifically, the course involves the study of immersion in virtual worlds and the ensuing analysis and interpretation of data obtained while actively participating in digital environments.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Search engine optimization and marketing (SEO & SEM)	SEO03	4	2	2	-	

Course description (Syllabus): This course introduces the principles and practices of Search Engine Optimization (SEO) and digital performance marketing. It covers the functioning of search engines, the advantages of search engine advertising, and content marketing optimization. Students will learn key SEO concepts such as keywords, search intent, on-page and off-site optimization, inbound marketing, technical optimization, and monitoring tools. The course also examines website anatomy, optimization of websites and search engine results pages, as well as the differences between local and international SEO. Additional topics include mobile optimization, understanding Google Analytics, using Google Ads, and integrating email marketing with marketing automation strategies to enhance online visibility and performance.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Applications of Artificial Intelligence in Digital Media	AAI03	4	2	2	-	

Course description (Syllabus): This course explores the main applications of artificial intelligence in digital media, focusing on how AI technologies transform content creation, distribution, and consumption. Students will examine key concepts such as machine learning, algorithms, data-driven personalization, and automation in media production. The syllabus covers AI tools used in image, audio, and video processing, recommendation systems, social media analytics, and digital advertising. Ethical issues, including bias, transparency, authorship, and the social impact of AI-generated content, are also addressed. Students will gain an understanding of how artificial intelligence reshapes digital media practices in contemporary media environments.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Public Relations Campaigns	CRP04	3	2	2	-	-

Course description (Syllabus): Historical perspective: the origins, evolution and maturity of PR; Systematization of basic notions: marketing communication, adverstising, publicity, public relations, publics in PR; Introductory notions of strategic management. Management of crisis situations and crisis communication techniques; Defining PR issues; Planning and programming in PR. Events, campaigns and programs in PR; Phrasing communication campaigns; Action and communication in PR; Evaluation of PR programs.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Intercultural Communication	CI04	3	2	2	-	-

Course description (Syllabus): This course introduces key concepts and frameworks for understanding intercultural communication through the study of collective mentalities, social imaginaries, and cultural representations. It explores the social and cultural levels of collective mentality, the relationship between image and mentality, and the role of the social imaginary in shaping perceptions of identity and otherness. The course examines representations of space and time in cultural mentalities, political and ideological myths such as the Golden Age, conspiracy, and revolution, as well as utopias, illusions, and collective fantasies in historical contexts. Attention is given to cultural institutions, including museums, libraries, and cultural foundations, and to the interdependence between culture, economics, and politics, with a focus on cultural advertising and community engagement. The course also addresses cultural marketing, message normativity and aggressiveness, and the influence of institutions such as schools, churches, and local authorities on intercultural communication processes.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Animation and Visual Effects	AEV04	3	2	2	-	-

Course description (Syllabus): This course introduces students to *Animation and Visual Effects*, covering GIF creation in Photoshop, video editing in Adobe Premiere, sound design, and motion graphics in After Effects and TouchDesigner. The students will learn design and motion principles, color psychology, hierarchy, kinetic typography, and animation fundamentals. Practical tips for workflow optimization, rendering, and collaboration ensure students can create, understand, and critique animations effectively, inspiring them to experiment creatively while preparing to work seamlessly with professional animators.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Musical Illustration	IM04	3	2	2	-	-

Course description (Syllabus): This course introduces students to *Musical Illustration* for digital media, covering sound design, and audio integration for animation, film, and interactive projects. Students explore how music shapes emotion, narrative, and user experience, study scoring techniques, rhythm, harmony, and leitmotifs, and learn to sync sound with visuals. Practical guidance on workflow, audio editing, and collaboration equips students to create, analyze, and apply music effectively, inspiring creative experimentation in multimedia projects.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Media Globalization	GM04	3	1	2		

Course description (Syllabus): Presenting the definition and key characteristics of globalization and socio-cultural change. Addressing the social, cultural, economic, and political factors influencing globalization. Presenting the main dimensions of globalization according to Thomas Eriksen's model: disembedding, acceleration, standardization, interconnectedness, movement, mixing, vulnerability, and re-embedding. Emphasizing the methodology of globalization research and discussing major theories of globalization. Interpreting globalization trends and debating its premises and defining characteristics. Highlighting the current particularities and consequences of globalization. Examining the impact of mass media on postmodern society as a driving factor of globalization.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Digital Photography	FD04	3	1	2		

Course description (Syllabus): Exploring digital photography through the heuristic process of looking versus seeing, understanding the human eye, camera, light, and color. Introduction to color theory, perception, contrasts, and relation to geometry. Overview of photography history from the 19th century to postmodernism. Studying composition and techniques for landscapes, portraits, details, architecture, and urban sites. Developing technical skills with cameras and lenses, improving digital photos, and organizing a personal portfolio. Exploring photography as a research tool, its role in consumer culture, and the conceptual art of creating images beyond mere pictures.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Digital communications systems	SCD05	5	2	-	2	-

Course description (Syllabus): Introduction to telecommunications. General concepts about digital modulation; Digital techniques in telecommunications networks; GSM fundamentals; GPRS. Getting started; Evolution of technologies towards 3G; UMTS. Components of the UMTS network. UTRAN architecture; Switching from 3G to 4G. HSDPA and HSUPA; About 4G (LTE); WiFi introduction; Bluetooth basics.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Communication and Organizational Behavior	CCO05	4	2	1		-

Course description (Syllabus): This course introduces students to *Communication and Organizational Behavior*, covering organizational and human resource strategies, team building, and analysis of roles, responsibilities, and competencies. Students learn about job descriptions and specifications, staffing processes including recruitment, selection, and employee onboarding. The course explores motivation theories, performance evaluation, organizational integration, internal communication, and the impact of organizational culture and justice.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Fake news	FN05	4	2	1		

Course description (Syllabus): Defining fake news: theoretical aspects, history, and the "evolution" of fake news. Types of fake news: how they differ and why. Strategies for identifying fake news. Journalistic truth: analyzing information sources, reported messages, the concept of fairness, manipulation, and bias. The impact of fake news in the digital era: why people are prone to believing it and how it affects daily life. Fake news and communication channels: traditional media and new media, including TV, radio, social media, and blogs. Combating fake news: strategies, including AI software, tactics, and measures to prevent misinformation. Ethics and professionalism.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Qualitative techniques of online research	ThCO05	4	2	1		

Course description (Syllabus): Digital techniques, digital data, online interviewing, synchronic techniques, asynchronous techniques, visual online elicitation, online observational techniques, online documents, ethics of online research.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
TV Production	PTV05	4	1	-	2	-

Course description (Syllabus): Introducing the notions regarding the techniques and practices used in TV system, using new information and communication technologies: technical and aesthetic approach, film, magnetic tape, digital

media, broadcast media, decoupage, plan, sequence, assembly, technical cut, scenario; the understanding of current issues of the discipline: production, roles and specific occupations: producer, director, associate producer, screenwriter, technical director, production assistants, light directors, designer, stylist, costume designer, sound director, sound engineer, sound assistant operator, computer operator, etc.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Media Planning	PM06	5	2	2		

Course description (Syllabus): This course introduces students to **Media Planning**, covering fundamental advertising and media concepts, related domains, and the structure and functions of advertising agencies. Students learn the stages of advert creation: pre-production, production, and post-production, including copyright, sound, visuals, camera movements, and framing. The course explores audience targeting, budgeting, production constraints, and measuring campaign success using traditional and digital metrics. Related topics such as direct marketing, telemarketing, and sales are also addressed, equipping students with practical skills to plan, execute, and evaluate effective advertising campaigns.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Web Design	WD06	4	2		2	

Course description (Syllabus): Introduction to computer networks. The client Server paradigm. Web Technologies. Markup languages and their evolution. Search Engines. HTML. CSS. Embedding digital media into the Web. Web applications for accessing and streaming digital media. Interaction with other web content. Web APIs.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Digital Printing Systems	SDT06	4	1		1	

Course description (Syllabus): This course introduces students to *Digital Printing Systems*, covering the definition, principles, advantages, and limitations of digital printing. Students explore various printing methods, print types for interior and exterior use, and the qualities and properties of digital technology. The course examines common printing challenges and solutions, the relationship between offset and digital printing, workflow management, and business models. Sector-specific applications, emerging strategies, and efficiency mechanisms are analyzed, along with the impact of Industry 4.0 on digital printing. Students learn to identify the requirements for successful digital print businesses and evaluate practical applications, preparing them to implement and optimize digital printing systems in professional contexts.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Project Management	MP06	4	2	1		

Course description (Syllabus): This course introduces students to *Project Management*, covering general concepts, project types, programs, policies, and European funding. Students explore organizational strategies oriented toward projects, stakeholder analysis, and project life cycles, including planning, execution, and resource management. Emphasis is placed on project conception, documentation, risk management, and team leadership. Interactive lectures, debates, and practical examples develop students' skills to design, plan, execute, and manage projects effectively, preparing them to apply structured project management methods in both public and private organizational contexts.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Crisis Communication	CSC05	4	1	2		

Course description (Syllabus): Key concept: crisis, strategic communication; Types of crisis; How to prepare for a crisis; Crisis recognition; Crisis communication tactics and strategies, Crisis response strategies; Postcrisis concerns: evaluation, memory and learning; The internet and crisis public relations management.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Online Press Communication	CPO05	4	1	2	-	-

Course description (Syllabus): The role of the media and the basics of effective media relations; Press Office and Press Officer (press officer, consultancy account executive, media relations manager); Genres of written communication with the press (press release, news release, Press article, feature story, Pitch letter, The use and role of photos in print media, brochures and flyers, media kit); Successful techniques in press relations; address the media through the Internet and other techniques from the online environment (The communication netiquette, The press release and the online environment, Online Media Rooms, Video News Releases (VNR) and VNR 2.0, Online press conference).

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Social Reportage	RS06	5	2	2		

Course description (Syllabus): Information and the Communication of Information in the Digital Age; Online Journalism; Social Journalism; Journalistic Genders; Video Reportage and Reportage Photography; Video Reportage (types and tips); Pre-production, Production and Post-Production Processes; Adapting content on Social Media.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Gender and massmedia	SG06	5	2	2		

Course description (Syllabus): This course conceptualizes gender as a category of knowledge and explains how the social institution of mass media contributes to the construction of gender. It examines how, subordinated to commercial interests, mass media reinforce and preserve gender stereotypes while striving to be more persuasive. The course also explores ways to improve or challenge entertainment and news media to better reflect true diversity. Students will learn key theories of gender and identity, the role of media in constructing gender, the presence of gender stereotypes in media portrayals, and how new media technologies can challenge traditional constructions of gender. They will also develop skills to become more responsible consumers and future producers of media texts and imagery.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Virtual Reality	RV06	5	1	2		

Course description (Syllabus): Course description (Syllabus): Understanding the problems posed by virtual reality applications; applying virtual reality elements in various fields; applying the basic knowledge of general and specialized technical culture to solve problems domain-specific techniques; developing operating diagrams and graphical representations specific to the field of Virtual Reality; 3D-assisted synthesis of the general set of virtual reality applications specific to different industries, photogrammetry.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Sound Processing	RV05	5	1	2		

Course description (Syllabus): This course introduces students to **Sound Processing**, covering acoustic principles, sound waves, and analog audio signal representation. Students learn about analog and digital audio interfaces, microphones, speakers, headphones, and stereo and surround sound capture and playback. Topics include digital audio conversion, equalization, audio effects, noise reduction, and dynamic signal processing with compressors, limiters, expanders, and gates. The course also covers digital signal processing, mixing console operation, and audio

compression techniques, preparing students to analyze, manipulate, and optimize audio signals in professional contexts.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Digital Repository Management	MDD06	5	2	2		

Course description (Syllabus): The growing need for better management of digital assets reflects the response that education should provide across all fields. Digital assets are organized according to web standards as resources. Managing these resources requires a wide range of skills, including technical, managerial, and communication competencies. Successful resource management has created new fields and requirements for information science specialists, with broad relevance for all those involved in Open Science and modern research. Students will learn about digital repositories, digital formats, interoperability, and description standards, and will use the open-source platform Omeka to create a digital exhibition.

Course title	Code	No. of credits	Number of hours per week			
			course	seminar	laboratory	project
Digital Anthropology	AD06	5	2	2		

Course description (Syllabus): Digital Anthropology is a course focused on familiarising students with the current anthropological approaches to virtual worlds, virtual communities and the various digital methods, techniques and instruments employed in research. This course entails multiple approaches that will allow students to attain a greater level of understanding and proficiency of the field of anthropology in general, with an emphasis of computer mediated content. More specifically, the course involves the study of: (1) social anthropology with a focus on virtual worlds and communities; (2) digital methods and techniques currently used in anthropology; (3) the theories relevant for the current developments in the study of online content. A particular attention is given to: (a) the principles of digital researching in anthropology; (b)discourse analysis of online content; (c)the immersion via participant observation in virtual worlds; (d) the analysis and interpretation of data.