

Transilvania University of Braşov, Romania

Study program: Branding Campaign Management

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|-----------------------------|---|
| Faculty: | Sociology and Communication |
| Study period: | 2 years (master) |
| 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. crt. | Course | Code | 1 st Semester | | | | | 2 nd Semester | | | | |
|----------|--|--------|--------------------------|----------|----------|----------|-----------|--------------------------|----------|----------|----------|-----------|
| | | | C | S | L | P | Cred | C | S | L | P | Cred |
| 01 | Image Analysis | AI01 | 2 | 2 | | | 8 | | | | | |
| 02 | Brand Management | CM01 | 2 | 2 | | | 8 | | | | | |
| 03 | Promotional Campaigns | CP01 | 2 | 1 | | | 7 | | | | | |
| 04 | Public Sphere and Political Image | SPIP01 | 2 | 1 | | | 7 | | | | | |
| 05 | Promotional techniques | TP02 | | | | | | 2 | 1 | | | 6 |
| 06 | Symbolic Construction of Identity | CSI02 | | | | | | 2 | 1 | | | 6 |
| 07 | Psychology of Advertising and Consumer | PRC02 | | | | | | 2 | | | 2 | 8 |
| 08 | Image Evaluation | EI02 | | | | | | 2 | 2 | | | 8 |
| | Total | | 8 | 6 | 0 | 0 | 30 | 8 | 4 | 0 | 2 | 30 |
| | Total didactic hours per week | | 14 | | | | | 14 | | | | |

2nd Year

| No. crt. | Course | Code | 3 rd Semester | | | | | 4 th Semester | | | | |
|----------|---|-------|--------------------------|----------|----------|----------|-----------|--------------------------|----------|----------|----------|-----------|
| | | | C | S | L | P | Cred | C | S | L | P | Cred |
| 01 | Voting Behavior | CV03 | 2 | 2 | | | 8 | | | | | |
| 02 | Image Crisis Management | GCI03 | 2 | 1 | | | 7 | | | | | |
| 03 | Media Planning and Evaluation | PEM03 | 2 | 1 | | | 7 | | | | | |
| 04 | Corporate Branding and Corporate Identity | BIC03 | 2 | 1 | | | 8 | | | | | |
| 05 | The technique of public discourse | TDP04 | | | | | | 2 | 2 | | | 5 |
| 06 | Mass Media Laboratory | LMM04 | | | | | | | | 2 | | 4 |
| 07 | Electoral Campaigns | CE04 | | | | | | 2 | 2 | | | 6 |
| 08 | Research Project | PdC04 | | | | | | | | | 4 | 5 |
| 09 | Elaboration of Dissertation Thesis | ED04 | | | | | | | | | | 10 |
| | Total | | 8 | 5 | 0 | 0 | 30 | 4 | 4 | 2 | 4 | 30 |
| | Total didactic hours per week | | 13 | | | | | 14 | | | | |