

UNIVERSITY OF BUCHAREST

FACULTY OF LETTERS

Specialization: **COMMUNICATION AND PUBLIC RELATIONS**

RECTOR APPROVAL,

Main field of study: **COMMUNICATION SCIENCES**

Form of study: Full time studies

Length of the program of study: 3 years / 6 semesters

CURRICULUM

2020-2023

No. cr.	Subject status	1 st YEAR SUBJECTS	Subject type	No. hours/ week	No. hours/ week	No. of ECTS/	Evaluation form	No. hours/ semester	No. hours/ semester
				for courses	for seminars	SECT credits		for courses	for seminars
1st SEMESTER (14 weeks)									
1	F	History of Communication	Mandatory	2	1	5	Ex.	28	14
2	D	Public Relations: History and Context	Mandatory	2	2	5	Ex.	28	28
3	C	History of Mentalities	Mandatory	2	2	5	Ex.	28	28
4	S	Language and communication	Mandatory	1	2	3	Ex.	14	28
5	S	Media Communication	Mandatory	1	1	4	Cv.	14	14
6	S	Dynamics of Contemporary Romanian	Mandatory	2	-	3	Ex.	28	-
7	C	Academic writing, ethics and integrity	Mandatory	1	1	2	Cv.	14	14
8	S	Practical Training	Mandatory	-	2	3	Cv.	-	28
		TOTAL of mandatory courses/ ECTS/ SECT credits		11	11	30		154	154
ELECTIVE COURSES									
9	C	Foreign language	Elective	-	2	2	V.	-	28
10	C	Physical education	Elective	-	2	2	V.	-	28

2nd SEMESTER (14 weeks)									
1	F	Theories of Communication	Mandatory	2	2	5	Ex.	28	28
2	D	PR: sociological research methods	Mandatory	2	2	5	Ex.	28	28
3	C	History of Collective Representations	Mandatory	2	2	5	Ex.	28	28
4	S	Oral and written communication techniques – Romanian language	Mandatory	2	-	5	Ex.	28	-
5	S	Oral and written communication techniques – foreign language	Mandatory	-	2	4	V.	-	28
6	S	Practical training	Mandatory	-	2	4	V.	-	28
OPTIONAL COURSES (1 out of 4)									
7	S	Optional course I	Optional	2	-	2	V.	28	-
		Optional course II							
		Optional course III							
		Optional course IV							
		TOTAL of mandatory courses/ ECTS/ SECT credits		10	10	30		140	140
ELECTIVE COURSES									
8	C	Foreign language	Elective	-	2	2	V.	-	28
9	C	Physical education	Elective	-	2	2	V.	-	28

No. cr.	Subject status	2 nd YEAR SUBJECTS		Subject type	No. hours/ week for courses	No. hours/ week for seminars	No. of ECTS/ SECT credits	Evaluation form	No. hours/ semester for courses	No. hours/ semester for seminars
3rd SEMESTER (14 weeks)										
1	C	Intercultural communication		Mandatory	2	1	5	Ex.	28	14
2	D	Strategies in PR. Applications		Mandatory	2	2	5	Ex.	28	28
3	C	Cultural Anthropology		Mandatory	2	2	5	Cv.	28	28
4	S	Introduction to Advertising Theory		Mandatory	2	1	4	Ex.	28	14
5	S	Organizations' media strategies (practical course)		Mandatory	-	2	3	V.	-	28
6	S	Linguistic Pragmatics		Mandatory	1	1	4	Ex.	14	14
7	S	Practical Training		Mandatory	-	2	4	Cv.	-	28
TOTAL of mandatory courses/ ECTS/ SECT credits					9	11	30		126	154
ELECTIVE COURSES										
8	C	Foreign language		Elective	-	2	2	V.	-	28
9	C	Physical education		Elective	-	2	2	V.	-	28

4th SEMESTER (14 weeks)										
1	C	Intercultural Communication		Mandatory	2	1	5	Ex	28	14
2	D	Internal Communication and Organizational Cultures		Mandatory	2	2	5	Ex.	28	28
3	C	Urban space: historical and cultural forms		Mandatory	2	1	5	Ex.	28	14
4	S	Strategies of the Narrative Discourse		Mandatory	2	1	5	Ex.	28	14
5	C	Cultural Anthropology		Mandatory	2	1	4	Ex.	28	14
6	S	Practical Training		Mandatory	-	2	4	Cv.	-	28
OPTIONAL COURSES (1 out of 4)										
7	S	Optional course I		Optional	-	2	2	Cv.	-	28
		Optional course II								
		Optional course III								
		Optional course IV								
TOTAL of mandatory courses/ ECTS/ SECT credits					10	10	30		140	140
ELECTIVE COURSES										
8	C	Foreign language		Elective	-	2	2	V.	-	28
9	C	Physical education		Elective	-	2	2	V.	-	28

No. cr.	Subject status	3 rd YEAR SUBJECTS	Subject type	No. hours/ week for courses	No. hours/ week for seminars	No. of. ECTS/ SECT credits	Evaluation form	No. hours/ semester for courses	No. hours/ semester for seminars
5th SEMESTER (14 weeks)									
1	C	Intercultural Communication	Oblig.	2	2	5	Ex.	28	28
2	D	Sectoral Public Relations (Corporate – Private Organisations)	Oblig.	1	2	5	Ex.	14	28
3	C	Postmodern Communication and Mentalities	Oblig.	2	1	4	Cv.	28	14
4	S	Advertising Strategies	Oblig.	2	1	4	Ex.	28	14
5	S	Strategies in the organizational discourse	Oblig.	1	2	4	V.	14	28
6	F	Ethics and Deontology	Oblig.	1	1	5	Ex.	14	14
OPTIONAL COURSES (1 out of 4)									
7	S	Optional course I	Optional	-	2	3	V.	-	28
		Optional course II							
		Optional course III							
		Optional course IV							
TOTAL of mandatory courses/ ECTS/ SECT credits				9	11	30		126	154
ELECTIVE COURSES									
8	C	Foreign language	Facult.	-	2	2	V.	-	28
9	C	Physical education	Facult.	-	2	2	V.	-	28

6th SEMESTER (10 weeks)									
1	S	Strategies of interpersonal communication	Oblig.	2	1	5	Ex.	20	10
2	D	Sectoral Public Relations (Non profit Organisations)	Oblig.	2	2	5	Ex.	20	20
3	C	European Union Law	Oblig.	2	-	4	Ex.	20	-
4	S	Personal brand and mass-media	Oblig.	-	2	3	Cv.	-	20
5	D	PR Agencies	Oblig.	2	-	4	Ex.	20	-
6	S	Structures of Advertising Texts	Oblig.	1	2	3	Ex.	10	20
7	S	Practical training	Oblig.	-	4	6	Cv.	-	40
TOTAL of mandatory courses/ ECTS/ SECT credits				9	11	30		90	110
ELECTIVE COURSES									
8	C	Foreign language	Facult.	-	2	2	V.	-	20
9	C	Physical language	Facult.	-	2	2	V.	-	20

Bachelor's Degree exam	Credite
Presenting the Bachelor Thesis	10

DEAN,
Prof. univ. dr. Emil Ionescu

DEPARTMENT DIRECTOR,
Conf. univ. dr. Alexandra CRĂCIUN