

UNIVERSITY OF BUCHAREST

Faculty of Letters

Specialization: **COMMUNICATION SCIENCES**

Main field of study: **COMMUNICATION AND PUBLIC RELATIONS**

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

Mode of study: IFR

University year: 2020/2021

Class of 2020-2023

RECTOR APPROVAL,

CURRICULUM

Year of study: I

No · cr.	SUBJECTS	Subject status	Subject type	1st Semester						
				Type of activity/ No. of hours/ semester					Evaluat ion form	No. of Credits (ECTS)
				AI	SF	ST	L	P		
1	History of communication	DF	DOb	28	10	4	-	-	E	5 / 125 h
2	Public Relations: History and Context	DD	DOb	28	20	8	-	-	E	5 / 125
3	History of Mentalities	DC	DOb	28	20	8	-	-	E	5 / 125 h
4	Research Methods in Social Sciences	DS	DOb	14	20	8	-	-	E	3 / 75 h
5	Media Communication	DS	DOb	14	10	4	-	-	Clv	4 / 100 h
6	Dynamics of Contemporary Romanian	DS	DOb	18	10	-	-	-	E	3 / 75 h
7	Academic writing, ethics and integrity	DC	DOb	14	10	4	-	-	Clv	2 / 50 h
8	Practical training	DS	DOb	-	-	-	-	28	Clv	3 / 75 h
	TOTAL of mandatory courses/ECTS credits			144	100	36	-	28	5 E	30
				308					3 Clv	
9	Foreign language	DC	DFc	-	20	8	-	-	V	2 / 50 h
10	Physical education	DC	DFc	-	20	8	-	-	V	2 / 50 h

No · cr.	SUBJECTS	Subject status	Subject type	2nd Semester							Evaluat ion form	No. of Credits (ECTS)	
				Type of activity/ No. of hours/ semester									
				AI	SF	ST	L	P					
11	Theory of Communication	DF	DOb	28	20	8	-	-	E	5 / 125 h			
12	PR: Sociological Research Methods	DD	DOb	28	20	8	-	-	E	5 / 125 h			
13	History of Collective Representation	DC	DOb	28	20	8	-	-	E	5 / 125 h			
14	Oral and written communication techniques – Romanian language	DS	DOb	18	10	-	-	-	E	5 / 125 h			
15	Oral and written communication techniques – foreign language	DS	DOb	-	20	8	-	-	V	4 / 100 h			
16	Practical training	DS	DOb	-	-	-	-	28	V	4 / 100 h			
17	Optional course I	DS	DOp	18	10	-	-	-	V	2 / 50 h			
	Optional course II												
	Optional course III												
	Optional course IV												
	TOTAL of mandatory courses/credits			120	100	32	-	28	4 E 3 V	30			
18	Foreign language	DC	DFc	-	20	8	-	-	V	2 / 50 h			
19	Physical education	DC	DFc	-	20	8	-	-	V	2 / 50 h			

UNIVERSITY OF BUCHAREST

Faculty of Letters

Specialization: **COMMUNICATION SCIENCES**

Main field of study: **COMMUNICATION AND PUBLIC RELATIONS**

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

Mode of study: IFR

University year: 2021/2022

CURRICULUM

Year of study: II

No · cr.	SUBJECTS	Subject status	Subject type	3rd Semester							No. of Credits (ECTS)
				Type of activity/ No. of hours/ semester					Evaluat ion form		
				AI	SF	ST	L	P			
1	Intercultural Communication	DC	DOb	28	10	4	-	-	E	5 / 125 h	
2	Strategies in PR. Applications	DD	DOb	28	20	8	-	-	E	5 / 125 h	
3	Cultural Anthropology	DC	DOb	28	20	8	-	-	Clv	5 / 125 h	
4	Introduction to Advertising Theory	DS	DOb	28	10	4	-	-	E	4 / 100 h	
5	Organizations' media strategies (practical course)	DS	DOb	-	20	8	-	-	V	3 / 75 h	
6	Linguistic Pragmatics	DS	DOb	14	10	4	-	-	E	4 / 100 h	
7	Practical Training	DS	DOb	-	-	-	-	28	Clv	4 / 100 h	
	TOTAL of mandatory courses/credits			126	90	36	-	28	4 E 2 Clv 1 V	30	
				280							
8	Foreign language	DC	DFc	-	20	8	-	-	V	2 / 50 h	
9	Physical education	DC	DFc	-	20	8	-	-	V	2 / 50 h	

No · cr.	SUBJECTS	Course status	Course type	4thSemester							Evaluat ion form	No. of Credits (ECTS)
				Type of activity/ No. of hours/ semester								
				AI	SF	ST	L	P				
10	Intercultural Communication	DC	DOb	28	10	4	-	-	E	5 / 125 h		
11	Internal Communication and Organizational Cultures	DD	DOb	28	20	8	-	-	E	5 / 125 h		
12	Rhetoric and Argumentation	DC	DOb	28	10	4	-	-	E	5 / 125 h		
13	Strategies of the Narrative Discourse	DS	DOb	28	10	4	-	-	E	5 / 125 h		
14	Cultural Anthropology	DS	DOb	28	10	4	-	-	E	4 / 100 h		
15	Practical Training	DS	DOb	-	-	-	-	28	Clv	4 / 100 h		
16	Optional course I	DS	DOp	-	20	8	-	-	Clv	2 / 50 h		
	Optional course II											
	Optional course III											
	Optional course IV											
	TOTAL of mandatory courses/credits			140	80	32	-	28	5 E 2 Clv	30		
17	Foreign language	DC	DFc	-	20	8	-	-	V	2 / 50 h		
18	Physical education	DC	DFc	-	20	8	-	-	V	2 / 50 h		

UNIVERSITY OF BUCHAREST

Faculty of Letters

Specialization: **COMMUNICATION SCIENCES**

Main field of study: **COMMUNICATION AND PUBLIC RELATIONS**

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

Mode of study: IFR

University year: 2022/2023

CURRICULUM

Year of study: III

No · cr.	SUBJECTS	Subject status	Subject type	5th Semester						
				Type of activity/ No. of hours/ semester					Evaluat ion form	No. of Credits (ECTS)
				AI	SF	ST	L	P		
1	Interpersonal Communication	DC	DOb	28	20	8	-	-	E	5 / 125 h
2	Sectoral Public Relations (Corporate – Private Organisations)	DD	DOb	14	20	8	-	-	E	5 / 125 h
3	Postmodern Communication and Mentalities	DC	DOb	28	10	4	-	-	Clv	4 / 100 h
4	Advertising Strategies	DS	DOb	28	10	4	-	-	E	4 / 100 h
5	Strategies in the organizational discourse	DS	DOb	14	20	8	-	-	V	4 / 100 h
6	Ethics and Deontology	DF	DOb	14	10	4	-	-	E	5 / 125 h
7	Optional course I	DS	DOp		20	8			V	3 / 75 h
	Optional course II									
	Optional course III									
	Optional course IV									
	TOTAL of mandatory courses/credits			126	110	44	-	-	4 E 1 Clv 2 V	30
8	Foreign language	DC	DFc	-	20	8	-	-	V	2 / 50 h
9	Physical education	DC	DFc	-	20	8	-	-	V	2 / 50 h

No · cr.	SUBJECTS	Subject status	Subjegy type	6th Semester						
				Type of activity/ No. of hours/ semester					Evaluat ion form	No. of Credits (ECTS)
				AI	SF	ST	L	P		
10	Strategies of Intercultural Communication	DS	DOb	20	10	-	-	-	E	5 / 125 h
11	Sectoral Public Relations (Non profit Organisations)	DD	DOb	20	10	10	-	-	E	5 / 125 h
12	European Union Law	DC	DOb	10	10	-	-	-	E	4 / 100 h
13	Personal brand and mass-media	DS	DOb	-	10	10	-	-	Clv	3 / 75 h
14	Public Relations Agencies	DD	DOb	10	10	-	-	-	E	4 / 100 h
15	Structures of Advertising Texts	DS	DOb	10	10	10	-	-	E	3 / 75 h
16	Practical Training	DS	DOb	-	-	-	-	40	Clv	6 / 150
	TOTAL of mandatory courses/credits			70	60	30	-	40	5 E 2 Clv	30
17	Foreign language	DC	DFc	-	10	10	-	-	V	2 / 50 h
18	Physical education	DC	DFc	-	10	10	-	-	V	2 / 50 h

DEAN,
Prof. univ. dr. Emil IONESCU

ID&IFR Department Director,
Lect. univ. dr. Ana-Maria TEODORESCU