

UNIVERSITY OF BUCHAREST
 FACULTY OF LETTERS
 COMMUNICATION SCIENCES DEPARTMENT
 Master programme: *Consultancy and Expertise in Advertising*
 Main field of study: Communication Sciences
 Mode of study: full time studies.
 Official length of the programme: 2 years/ 4 semesters

RECTOR
 APPROVAL,
 Prof. univ. dr. Marian Preda

**CURRICULUM
 2020-2022**

No. cr.	Subject status	1st YEAR SUBJECTS	Subject type	No. of hours/ week		No. of ECTS/SECT credits	Evaluation form	Total course hours/ semester	Total seminar hours per semester
				course	workshop				
1st SEMESTER (14 weeks)									
1.	DS	History of Advertising	Mandatory	2	0	4	Ex.	28	-
2.	DF	Semiotics of culture - Principles	Mandatory	2	0	4	Ex.	28	-
3.	DS	Components of the Advertising Discourse	Mandatory	2	0	4	Ex.	28	-
4.	DF	Integrated marketing communication	Mandatory	2	0	5	Ex.	28	-
5.	DF	Fundamentals of aesthetical communication	Mandatory	2	0	3	Ex.	28	-
6.	DC	Image theories and applications	Mandatory	1	0	3	Cv.	14	-
7.	DC	Ethics and academic integrity	Mandatory	1	0	3	Cv.	14	-
8.	DS	Practical Training	Mandatory	0	4	4	V.	-	56
TOTAL				12	4	30			
2nd SEMESTER (14 weeks)									
1.	DS	Consumer behaviour	Mandatory	2	0	4	Ex.	28	-
2.	DF	Communication and culture	Mandatory	0	2	4	V.	-	28
3.	DF	Media text in the popular culture Era	Mandatory	2	0	4	Ex.	28	-
4.	DS	Branding, advertising and collective representations	Mandatory	2	1	5	Ex.	28	14
5.	DS	Relations between advertising components	Mandatory	2	0	5	Ex.	28	-
6.	DC	Aesthetics of contemporary artistic phenomena	Mandatory	0	2	4	Ex.	-	28
7.	DS	Practical Training	Mandatory	0	3	4	V.	-	42
TOTAL				8	8	30			

No. cr.	Subject status	2nd YEAR SUBJECTS	Subject type	No. of hours/ week		No. of ECTS/SECT credits	Evaluation form	Total course hours/ semester	TOTAL seminar hours per
				course	workshop				
3rd SEMESTER (14 weeks)									
1.	DC	Urban anthropology	Mandatory	2	0	4	Ex.	28	-
2.	DS	Poster advertising – a cultural history	Mandatory	0	2	4	Ex.	-	28
3.	DF	Research methodology of marketing and advertising	Mandatory	0	2	4	Ex.	-	28
4.	DS	Strategies of visual communication in advertising	Mandatory	2	0	5	V.	28	-
5.	DS	Media planning	Mandatory	0	2	4	V.	-	28
6.	DS	Copywriting	Mandatory	0	2	5	V.	-	28
7.	DS	Practical Training	Mandatory	0	4	4	V.	-	56
TOTAL				4	12	30			
4th SEMESTER (10 weeks)									
1.	DS	Online advertising, blog marketing	Mandatory	2	0	4	Ex.	20	-
2.	DF	Integrated Campaigns	Mandatory	0	2	4	Cv.	-	20
3.	DS	Management of advertising agencies	Mandatory	0	2	4	V.	-	20
4.	DS	Image Editing	Mandatory	0	2	4	V.	-	20
5.	DS	Research management for writing Final Thesis	Mandatory	0	4	6	V.	-	40
6.	DS	Communication and Public Relations practice – Internships for Micro-research	Mandatory	0	4	8	V.	-	40
TOTAL				2	14	30			

TOTAL OF ECTS/SECT CREDITS OF THE MASTER PROGRAMME: 120

DISSERTATION: 10 (additional) credits

DEAN,
Prof. univ. dr. Emil IONESCU

PROGRAMME OF STUDY DIRECTOR,
Conf. univ. dr. Alexandra CRĂCIUN