

UNIVERSITY OF BUCHAREST
 FACULTY OF LETTERS
 COMMUNICATION SCIENCES DEPARTMENT
 Master programme: *Communication Models and Public Relations*
 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. Marin Preda

**CURRICULUM
 2020-2022**

No. cr.	Subject status	1st YEAR SUBJECTS	Subject type	No. of hours/ week		No. of ECTS/SECT credits	Evaluation forms	Total course hours/ semester	Total seminar hours/ semester
				course	worksh op				
1st SEMESTER (14 weeks)									
1.	DF	Sensuality and corporality in the communication process	Mand atory	2	0	4	Ex.	28	-
2.	DS	Tendencies in contemporary public relations	Mand atory	2	0	6	Ex.	28	-
3.	DC	Sociology of interpersonal dynamics	Mand atory	0	1	5	Ex.	-	14
4.	DS	New digital communication technologies	Mand atory	0	2	4	Cv.	-	28
5.	DF	Anthropology of communication	Mand atory	2	0	4	Ex.	28	-
6.	DC	Ethics and academic integrity	Mand atory	1	0	3	Cv.	14	-
7.	DS	Practical Training	Mand atory	0	4	4	V.	-	56
TOTAL				7	7	30			
2nd SEMESTER (14 weeks)									
1.	DF	Ethics in business and politics	Mand atory	2	0	4	Ex.	28	-
2.	DS	Elements of PR campaign planning (issues management)	Mand atory	2	0	5	Ex.	28	-
3.	DD	Popular culture: models, key aspects, media practises	Mand atory	2	0	5	Ex.	28	-
4.	DD	Persuasive practices in online media	Mand atory	2	0	4	Ex.	28	-
5.	DS	Conversational negotiation: forms, functions and strategies in Public Relations	Mand atory	1	0	4	Ex.	28	-
6.	DC	Gender Studies	Mand atory	2	0	4	Ex.	28	-
7.	DS	Practical Training	Mand atory	0	4	4	V.	-	56
TOTAL				11	4	30			

No. cr.	Subject status	2nd YEAR SUBJECTS	Subject type	No. of hours/ week		No. of ECTS/SECT credits	Evaluation forms	Total course hours/ semester	Total seminar hours/ semester
				course	workshop				
3rd SEMESTER (14 weeks)									
1.	DC	Visual Communication	Mandatory	2	0	5	Ex.	28	-
2.	DS	The management of Public Relations departments and agencies	Mandatory	0	1	4	V.	-	14
3.	DS	Corporate social responsibility campaigns	Mandatory	0	2	5	V.	-	14
4.	DS	Strategic planning and event logistics	Mandatory	0	2	4	V.	-	14
5.	DS	Corporate identity, branding and the new technologies: case studies	Mandatory	0	2	4	V.	-	14
6.	DS	Evaluating Public relations campaigns as part of the Strategic Management	Mandatory	0	2	4	V.	-	14
7.	DS	Practical Training	Mandatory	0	4	4	V.	-	56
TOTAL				2	13	30			
4th SEMESTER (10 weeks)									
1.	DC	Political Communication and International Public Relations	Mandatory	0	2	3	V.	-	20
2.	DS	Multimodal texts	Mandatory	0	2	3	Cv.	-	20
3.	DS	Commercial negotiation	Mandatory	0	2	3	V.	-	20
4.	DS	Crisis communication campaigns	Mandatory	0	2	3	Cv.	-	20
5.	DS	Research management for writing the Final Thesis	Mandatory	0	4	9	V.	-	40
6.	DS	Communication and Public Relations practice - Internships for Micro-research	Mandatory	0	4	9	V.	-	40
TOTAL				0	Mandatory	30			

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

DISSERTATION: 10 (additional) credits

DEAN,
Prof. univ. dr. Emil IONESCU

STUDY PROGRAMME DIRECTOR,
Conf. univ. dr. Cristina BOGDAN