

Universitatea "Lucian Blaga" din Sibiu
Facultatea de Jurnalistică

 Domeniul de licență: **Științe ale comunicării**

 Specializarea: **Comunicare și Relații Publice**
ECTS BASED CURRICULUM
FIRST YEAR 2010-2011
Semestrele I și II

Nr. crt.	Subjects	Cod disciplină	Semestrul I					Cod disciplină	Semestrul II					
			C	S	L	Forma de verificare	Nr. credite		C	S	L	Forma de verificare	Nr. credite	
Fundamental Subjects														
1	Introduction to Communication Sciences	39.13.21.F.02.I.01	2	1	-	E	4	-	-	-	-	-		
2	Writing Techniques	39.13.21.F.02.I.02	1	2	-	C	4	-	-	-	-	-		
3	Introduction to the Mass Media System	-	-	-	-	-	-	39.13.21.F.02.I.03	2	1	-	E	3	
4	Introduction to Social Sciences	39.13.21.F.02.I.04	2	1	-	E	4	-	-	-	-	-		
5	Computer editing - specialized languages #	39.13.21.F.02.I.05	-	-	1	ev. cont	3	39.13.21.F.02.I.05	-	-	1	ev. cont	3	
6	Communication Law	39.13.21.F.02.I.06	2	1	-	E	4	-	-	-	-	-		
7	Introduction to Public Relations	-	-	-	-	-	-	39.13.21.F.02.I.07	2	1	-	E	3	
8	Reserch Techniques and Methods in Communication Sciences	-	-	-	-	-	-	39.13.21.F.02.I.08	2	1	-	E	3	
Specialty Subjects														
9	Multimedia Communication Systems	39.13.21.S.02.I.09	2	1	-	E	2	-	-	-	-	-		
10	Diction	-	-	-	-	-	-	39.13.21.S.02.I.10	-	-	2	C	3	
11	Internship	-	-	-	-	-	-	39.13.21.S.02.I.11	-	-	84h	C	3	
Complementary Subjects														
12	Introduction to Romanian Culture	-	-	-	-	-	-	39.13.21.C.02.I.12	2	1	-	E	3	
13	Communication and the Contemporary Religious Phenomenon	39.13.21.C.02.I.13	2	1	-	E	3	-	-	-	-	-		
14	Arts and Civilisations	-	-	-	-	-	-	39.13.21.C.02.I.14	2	1	-	E	3	
15	English for Communication Sciences (optional)*#	39.13.21.C.02.O.15	-	2	-	ev. cont	3	39.13.21.C.02.O.15	1	2	-	ev. cont	3	
16	French / German for Communication Sciences (optional)*#	39.13.21.C.02.O.16	1	2	-	ev. cont	3	39.13.21.C.02.O.16	1	2	-	ev. cont	3	
	Physical Education		-	2	-	ev. cont	-		-	2	-	ev. cont	-	
Total ore obligatorii pe săptămână			12	11	1	5E; 1C; 3 ev. cont.	30		12	9	3	5E; 2C; 3ev. cont.	30	
			24						24					
Electives														
1	Trends in Contemporary Romanian Language	39.13.21.C.02.F.01	1	1	-	ev. cont	3	-	-	-	-	-		
2	Elements of Civil and Criminal Law	39.13.21.C.01.F.02	1	1	-	ev. cont	3	-	-	-	-	-		
Total			2	2	-	2ev. cont	6	-	-	-	-	-		

* Se aleg două discipline din trei

Se lucrează pe subgrupe

RECTOR,

Prof. univ. dr. ing. Constantin Oprean

DECAN,

Prof. univ. dr. Ion Dur

ȘEF DE CATEDRĂ,

Conf. univ. dr. Ioana Crețu

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 Domeniul de licență: **Științe ale comunicării**

 Specializarea: **Comunicare și Relații Publice**
ECTS BASED CURRICULUM
SECOND YEAR 2011-2012
Semestrele III și IV

Nr. crt.	Subjects	Cod disciplin`	Semestrul III					Cod disciplin`	Semestrul IV				
			C	S	L	Forma de verificare	Nr. credite		C	S	L	Forma de verificare	Nr. credite
Fundamental Subjects													
17	Professional Ethics and Deontology	39.13.21.F.02.I.17	2	1	-	E	3	-	-	-	-	-	
18	Anthropology of Communication	39.13.21.F.02.I.18	2	1		E	3	-	-	-	-	-	
19	Notions of Advertising	39.13.21.F.02.I.19	2	1	-	E	3	-	-	-	-	-	
20	Language and Competence in Communication	-	-	-	-	-	-	39.13.21.F.02.I.20	1	1	-	E	3
Specialty Subjects													
21	Research in Public Relations	39.13.21.S.02.I.21	1	1	-	E	3	-	-	-	-	-	
22	Argumentation Techniques	-	-	-	-	-	-	39.13.21.S.02.I.22	1	1	-	C	3
23	Organizational Communication	-	-	-	-	-	-	39.13.21.S.02.I.23	2	1	-	E	3
24	Media Communication	-	-	-	-	-	-	39.13.21.S.02.I.24	1	2	-	E	3
25	Writing PR Documents	-	-	-	-	-	-	39.13.21.S.02.I.25	1	-	2	C	2
26	Photo Production of PR Materials	39.13.21.S.02.I.26	-	-	2	ev. cont	3	39.13.21.S.02.I.26	-	-	2	ev. cont	2
27	Computer Production of PR Materials #	-	-	-	-	-	-	39.13.21.S.02.I.27	-	-	2	ev. cont	3
28	Video Production of PR Materials #	39.13.21.S.02.I.28	-	-	2	ev. cont	3	39.13.21.S.02.I.28	-	-	2	ev. cont	3
29	Audio Production of PR Materials #	39.13.21.S.02.I.29	-	-	2	ev. cont	3	39.13.21.S.02.I.29	-	-	2	ev. cont	3
30	Presentation Techniques	39.13.21.S.02.I.30	1	1	-	C	3	-	-	-	-	-	
31	Internship	-	-	-	-	-	-	39.13.21.S.02.I.31	-	-	84h	C	2
Complementary Subjects													
32	PR Writing Techniques in English / French / German (optional)*	39.13.21.C.02.O.32	-	2	-	ev. cont	3	39.13.21.C.02.O.32	-	2	-	ev. cont	3
33	Current Trends in Mentalities	39.13.21.C.02.O.33	2	1	-	E	3	-	-	-	-	-	
	Physical Education		-	2	-	ev. cont	-		-	-	-	-	
Total ore obligatorii pe săptămână			10	8	6	5E; 1C; 4e.c.	30		6	7	10	32E; 3C; 5ev. cont	30
			24				23						

Electives													
1	Political Anthropology	39.13.21.C.02.F.03	1	1	-	ev. cont	3	-	-	-	-	-	
2	Planning Advertising Campaigns	-	-	-	-	-	-	39.13.21.C.02.F.04	1	1	-	C	3
3	Consumer's Behaviour	39.13.21.C.02.F.05	1	1	-	ev. cont	3	-	-	-	-	-	
Total			2	2	-	2ev. cont	6	-	1	1	-	1C	3

* Se alege o disciplină din trei

Se lucrează pe subgrupe

Notă: Educația fizică se efectuează numai pe semestrul I.

RECTOR,

DECAN,

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 Domeniul de licență: **Științe ale comunicării**

 Specializarea: **Comunicare și Relații Publice**
ECTS BASED CURRICULUM
THIRD YEAR 2012-2013
Semestrele V și VI

Nr. crt.	Subjects	Cod disciplin`	Semestrul V					Cod disciplin`	Semestrul VI				
			C	S	L	Forma de verificare	Nr. credite		C	S	L	Forma de verificare	Nr. credite
Specialty Subjects													
34	The Institution of the Spokesperson	39.13.21.S.02.I.34	1	2	-	E	3	-	-	-	-	-	
35	Public Relations Campaigns	39.13.21.S.02.I.35	2	1	-	E	4	-	-	-	-	-	
36	PR for Political Organizations	39.13.21.S.02.I.36	2	1	-	E	3	-	-	-	-	-	
37	Corporate Branding	-	-	-	-	-	-	39.13.21.S.02.I.37	1	1	-	E	4
38	Creating and Using PR Data Bases.#	-	-	-	-	-	-	39.13.21.S.02.I.38	1	-	2	C	4
39	Relații Publice pentru organizații culturale	39.13.21.S.02.I.39	1	1	-	E	3	-	-	-	-	-	
40	Negotiation Techniques in Public Relations	-	-	-	-	-	-	39.13.21.S.02.I.40	1	2	-	E	4
41	Events Organisation	-	-	-	-	-	-	39.13.21.S.02.I.41	1	2	-	E	4
42	Crisis Management	-	-	-	-	-	-	39.13.21.S.02.I.42	1	1	-	E	3
43	PR On-Line	39.13.21.S.02.I.43	1	1	-	C	3	-	-	-	-	-	
44	The Management of Public Relations	-	-	-	-	-	-	39.13.21.S.02.I.44	1	1	-	C	3
45	Projects Management	39.13.21.S.02.I.45	1	1	-	E	4	-	-	-	-	-	
46	Organizational Culture	39.13.21.S.02.I.46	1	1	-	E	3	-	-	-	-	-	
47	Intercultural Communication	39.13.21.S.02.I.47	2	1	-	E	3	-	-	-	-	-	
Optional Speciality Subjects (A or B)													
48	A. Governmental Public Relations	-	-	-	-	-	-	39.13.21.S.02.O.48	1	1	-	C	4
	B. PR for NGO's	-	-	-	-	-	-	39.13.21.S.02.O.48	1	1	-	C	4
49	A. Planning Promotion Campaigns for the Radio#	39.13.21.S.02.O.49	-	-	2	ev. cont	2	39.13.21.S.02.O.49	-	-	2	ev. cont	2
	B. Planning Promotion Campaigns for the Television#	39.13.21.S.02.O.49	-	-	2	ev. cont	2	39.13.21.S.02.O.49	-	-	2	ev. cont	2
50	A. Software Desktop Publisher for Public Relations #	39.13.21.S.02.O.50	-	-	2	ev. cont	2	39.13.21.S.02.O.50	-	-	2	ev. cont	2
	B. Photo Software for Public Relations #	39.13.21.S.02.O.50	-	-	2	ev. cont	2	39.13.21.S.02.O.50	-	-	2	ev. cont	2
Total ore obligatorii pe săptămână			11	9	4	7E; 1C; 2ev. cont	30		7	10	6	4E; 3C; 2ev. cont	30
			24						23				

* # Se alege pachetul de discipline A sau B

Se lucrează pe subgrupe

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