

CURRICULUM - 1st YEAR
2023-2024

UNIVERSITY	George Emil Palade University of Medicine, Pharmacy, Science, and Technology of Târgu Mureș	UNDERGRADUATE STUDY PROGRAM	COMMUNICATION AND EMERGING MEDIA
FACULTY	Petru Maior Faculty of Sciences and Letters	GRADUATE TITLE	BACHELOR OF SCIENCE IN COMMUNICATION
FIELD OF STUDY	COMMUNICATION SCIENCE	LENGTH OF STUDIES	3 YEARS
LEVEL OF QUALIFICATION	6	TRANSFERABLE STUDY CREDITS (ECTS)	180+8 (MANDATORY + OPTIONAL) + 10 SUPPORT FOR THE LICENSE EXAMINATION

Nr crt	Educational activities Courses	Code/Type of courses	1st semester								2nd semester								Total academic year			
			1st module (hours/week)				2nd module (hours/week)				3rd module (hours/week)				4th module (hours/week)							
			Course	Lp/st/ Sem/ Pr	ECTS	Form verif	Course	Lp/st/ Sem/ Pr	ECTS	Form verif	Course	Lp/stg/ Sem/ Pr	ECTS	Form verif	Course	Lp/stg / Sem/ Pr	ECTS	Form verif	Course	Lp/stg / Sem/ Pr	Indiv, Std.	ECTS
1.	Introduction to Public Relations	CME101/DD	4	2	5	E													28	14	83	5
2.	Mass-media system fundamentals	CME102/DF	2	4	4	C													28	28	58	4
3.	Social studies research methods	CME103/DF	4	4	5	E													28	28	69	5
4.	Modern language 1 (English/French/German/Italian)	CME104/DC	-	2	2	C	-	2	2	C									-	28	72	4
5.	Introduction to publicity	CME105/DD					4	4	5	E									14	28	36	5
6.	Physical Education 1	CME106/DC					-	2	2	A/R									-	14	36	2
7.	History of communication	CME107/DD					4	4	5	E									28	28	69	5
8.	Specialised work techniques	CME108/DS					2	2	2	E									14	14	22	2
9.	Rhetoric	CME109DC									4	4	5	E					28	28	69	5
10.	Fundamentals of communica-	CME109/									4	4	5	E					28	28	69	5

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	tion sciences	DF																				
11.	Critical thinking	CME111/DD									4	2	4	E					28	14	58	4
12.	Specialised practical training 1	CME112/DS									-	4	-	-	-	4	6	C	-	56	94	6
13.	Modern language 2 (English/French/German/Italian	CME113/DC									-	2	2	C	-	2	2	C	-	28	72	4
14.	Branding through social media	CRP114/DS													2	-	2	C	14	-	36	2
15.	Multimedia production and editing	CME115/DD													2	4	4	E	14	28	44	4
16.	Physical education	CME116/DC													-	2	2	A/R	-	14	36	2
Total general		16 obl. (DO)	12	12	16	2E 2C	8	12	14 + 2	3E 2C	12	16	16	3E 1C	4	12	12+2	1E 4C	252	364	956	60+4
TOTAL HOURS/ECTS			22ore/săpt.; 30ECTS+2								22 ore/săpt.; 30ECTS+2								616			

DF Fundamental Course DD Technical Course DS Specialized Course DC Complementary Course c Courses s Seminars p Project lp Practical exercises

** Optional discipline YEAR I/ a subject of your choice from:			
1	Optional Discipline 1**- Package I.1	CME104/DC	
2	Optional Discipline 2**- Package 2	CME113/DC	

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**CURRICULUM – 2nd YEAR
2024-2025**

UNIVERSITY	George Emil Palade University of Medicine, Pharmacy, Science, and Technology of Târgu Mureș	UNDERGRADUATE STUDY PROGRAM	COMMUNICATION AND EMERGING MEDIA
FACULTY	Petru Maior Faculty of Sciences and Letters	GRADUATE TITLE	BACHELOR OF SCIENCE IN COMMUNICATION
FIELD OF STUDY	COMMUNICATION SCIENCE	LENGTH OF STUDIES	3 YEARS
LEVEL OF QUALIFICATION	6	TRANSFERABLE STUDY CREDITS (ECTS)	180+8 (MANDATORY + OPTIONAL) + 10 SUPPORT FOR THE LICENSE EXAMINATION

Nr crt	Educational activities Courses	Code/Type of courses	1st semester								2nd semester								Total academic year			
			1st module (hours/week)				2nd module (hours/week)				3rd module hours/week)				4th module (hours/week)							
			Course	Lp/st/ Sem/ Pr	ECTS	Form verif	Course	Lp/st/ Sem/ Pr	ECTS	Form verif	Course	Lp/stg/ Sem/ Pr	ECTS	Form verif	Course	Lp/stg/ Sem/ Pr	ECTS	Form verif	Course	Lp/stg/ Sem/ Pr	Indiv, Std.	ECTS
1.	Communication and creative industries	CME201/ DS	4	2	5	E												28	14	83	5	
2.	Ethics	CME202/ DF	4	2	3	C												28	14	33	3	
3.	Digital media teams	CME213/ DS	4	4	6	E												28	28	94	6	
4.	Advertising on digital platforms	CME204/ DS					2	4	5	E								14	28	83	5	
5.	Strategic communication	CME205 / DS					4	4	5	C								28	28	69	5	
6.	Physical Education 3	CME206/ DC					-	2	2	A/R								-	14	36	2	
7.	Optional Discipline 1**	CME207/ DS					4	4	6	E								28	28	94	6	
8.	Semiotics	CME208/DD									4	4	5	E				28	28	69	5	

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9.	Storytelling in digital media	CME209 / DS									4	4	6	E					28	28	94	6
10.	Physical Education	CME210/DC									-	2	2	A/R					-	14	36	2
11.	Optional Discipline 2**	CME211/DS													4	2	5	C	28	14	83	5
12.	Deontology	CME212/ DD													4	2	4	E	28	14	58	4
13.	Communication on mobile devices	CME213/ DS													4	2	5	C	28	14	83	5
14.	Specialised practical training 2	CME214 / DS									-	4	-	-	-	4	5	C	-	56	69	5
TOTAL GENERAL		12 obl(DO) 2 opt (DA)	12	8	14	2E 1C	10	14	16+2	2E 2C	8	14	11+2	2E 1C	12	10	19	1E 3C	294	322	984	60+4
TOTAL HOURS/ECTS			22 ore/săpt.; 30 ECTS+2								22 ore/săpt.; 30 ECTS+2								616			
** Optional discipline YEAR II/ a subject of your choice from:																						
1	Optional Discipline 1**- Package II.1		CME207/DS																			
2	Optional Discipline 2**- Package II.2		CME211/DS																			

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CURRICULUM – 3rd YEAR
2025-2026

UNIVERSITY	George Emil Palade University of Medicine, Pharmacy, Science, and Technology of Târgu Mureș	UNDERGRADUATE STUDY PROGRAM	COMMUNICATION AND EMERGING MEDIA
FACULTY	Petru Maior Faculty of Sciences and Letters	GRADUATE TITLE	BACHELOR OF SCIENCE IN COMMUNICATION
FIELD OF STUDY	COMMUNICATION SCIENCE	LENGTH OF STUDIES	3 YEARS
LEVEL OF QUALIFICATION	6	TRANSFERABLE STUDY CREDITS (ECTS)	180+8 (MANDATORY + OPTIONAL) + 10 SUPPORT FOR THE LICENSE EXAMINATION

Nr crt	Educational activities Courses	Code/Type of courses	1st semester								2nd semester								Total academic year			
			1st module (hours/week)				2nd module (hours/week)				3rd module (hours/week)				4th module (hours/week)							
			Course	Lp/st/ Sem/ Pr	ECTS	Form verif	Course	Lp/st/ Sem/ Pr	ECTS	Form verif	Course	Lp/stg/ Sem/ Pr	ECTS	Form verif	Course	Lp/stg/ Sem/ Pr	ECTS	Form verif	Course	Lp/stg/ Sem/ Pr	Indiv. Std.	ECTS
1.	Writing techniques	CME301/DD	2	2	3	E												14	14	47	3	
2.	Digital Writing	CME302/DS	4	4	5	E												28	28	69	5	
3.	Legislation in the field of communication	CME303/DS	2	-	3	C												14	-	61	3	
4.	Optional Discipline 1**	CME304/DS	4	4	5	E												28	28	69	5	
5.	Public relations in digital media	CME305/DS					4	2	4	C								28	14	58	4	
6.	Optional Discipline 2**	CME306/DS					4	4	5	E								28	28	69	5	
7.	Optional Discipline 3**	CME307/DC					2	2	2	C								14	14	22	2	

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8.	Organisational sociology	CME308/DC					2	2	3	C									14	14	47	3
9.	Brand archetypes in organizational communication	CME309/DS									4	4	6	E					28	28	94	6
10.	Optional Discipline 4**	CME310/DS									4	2	4	C					28	14	58	4
11.	Globalization and digitalization	CME311/DS									4	4	6	E					28	28	94	6
12.	Visual communication on digital platforms	CME312/DS													2	4	5	C	14	28	83	5
13.	Optional Discipline 5**	CME313/DC													4	2	5	E	28	14	69	5
14.	Elaboration of the licence paper	CME314 DS													-	10	4	C	-	70	30	4
TOTAL GENERAL		7 obl.(DO) 7 opt.(DA)	12	10	16	3E 1C	12	10	14	1E 3C	12	10	15	2E 1C	6	16	15	1E 2C	294	322	884	60
TOTAL HOURS/ECTS			22 ore/săpt.; 30ECTS								22 ore/săpt.; 30ECTS								616			

**** Optional discipline YEAR III/ a subject of your choice from:**

1.	Optional Discipline 1**- Package III.1	CME304/DS	
2.	Optional Discipline 2**- Package III.2	CME304/DS	
3.	Optional Discipline 3**- Package III.3	CME306/DC	
4.	Optional Discipline 4**- Package III.4	CME307/DS	
5.	Optional Discipline 5**- Package III.5	CME309/DC	

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