

CURRICULUM - 1st YEAR
2023-2024

UNIVERSITY	George Emil Palade University of Medicine, Pharmacy, Science, and Technology of Târgu Mureș	UNDERGRADUATE STUDY PROGRAM	COMMUNICATION AND PUBLIC RELATIONS
FACULTY	Petru Maior Faculty of Sciences and Letters	GRADUATE TITLE	BACHELOR OF COMMUNICATION SCIENCES
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	CRP101/DD	4	2	5	E													28	14	83	5
2.	Mass-media system fundamentals	CRP102/DF	2	4	4	C													14	28	58	4
3.	Social studies research methods	CRP103/DF	4	4	5	E													28	28	69	5
4.	Optional Discipline 1**	CRP104/DC	-	2	2	C	-	2	2	C									-	28	72	4
5.	Introduction to publicity	CRP105/DD					4	4	5	E									28	28	69	5
6.	Physical Education 1	CRP106/DC					-	2	2	A/R									-	14	36	2
7.	History of communication	CRP107/DD					4	4	5	E									28	28	69	5
8.	Specialised work	CRP108/DS					2	2	2	E									14	14	22	2

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	<i>techniques</i>																					
9.	<i>Rhetoric</i>	CRP109/DC									4	4	5	E					28	28	69	5
10.	<i>Fundamentals of communication sciences</i>	CRP110/DF									4	4	5	E					28	28	69	5
11.	<i>Critical thinking</i>	CRP111/DD									4	2	4	E					28	14	58	4
12.	Specialised practical training 1	CRP112/DS									-	4	-	-	-	4	6	C	-	56	94	6
13.	<i>Optional Discipline 2**</i>	CRP113/DC									-	2	2	C	-	2	2	C	-	28	72	4
14.	<i>Branding</i>	CRP114/DS													2	-	2	C	14	-	36	2
15.	<i>Multimedia production and editing</i>	CRP115/DD													2	4	4	E	14	28	44	4
16.	<i>Physical Education</i>	CRP116/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 1 C	4	12	14+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** - Packagel.1	CRP104/DC
2	Optional Discipline 2** - Packagel.2	CRP113/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 PUBLIC RELATIONS
FACULTY	Petru Maior Faculty of Sciences and Letters	GRADUATE TITLE	BACHELOR OF COMMUNICATION SCIENCES
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)				1st 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.	Public Relations Management	CRP201/DS	4	2	5	E												28	14	83	5	
2.	Ethics	CRP202/DF	4	2	3	C												28	14	33	3	
3.	Press communication	CRP203/DS	4	4	6	E												28	28	94	6	
4.	Editing public relations materials	CRP204/DS					2	4	5	E								14	28	83	5	
5.	Internal communication	CRP205/DS					4	4	5	C								28	28	69	5	
6.	Physical education	CRP206/DC					-	2	2	A/R								-	14	36	2	
7.	Optional Discipline 1**	CRP207/DS					4	4	6	E								28	28	94	6	

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8.	<i>Semiotics</i>	CRP208/DD									4	4	5	E					28	28	69	5
9.	<i>Development of public relations products</i>	CRP209/DS									4	4	6	E					28	28	94	6
10.	<i>Physical education</i>	CRP210/DC									-	2	2	A/R					-	14	36	2
11.	<i>Optional Discipline 2**</i>	CRP211/DS													4	2	5	C	28	14	83	5
12.	<i>Deontology</i>	CRP212/DD													4	2	4	E	28	14	58	4
13.	<i>Communication on mobile devices</i>	CRP213/DS													4	2	5	C	28	14	83	5
14.	<i>Specialised practice</i>	CRP214/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			

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** Optional discipline YEAR II/ a subject of your choice from:			
1	Optional Discipline 1** - Package II.1	CRP207/DS	
2	Optional Discipline 2** - Package II.2	CRP211/DS	

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CURRICULUM – 3rd YEAR
2025-2026

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FACULTY	Petru Maior Faculty of Sciences and Letters	GRADUATE TITLE	BACHELOR OF COMMUNICATION SCIENCES
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	CRP301/DD	2	2	3	E													14	14	47	3
2.	Organizare de evenimente Events organisation	CRP302/DS	4	4	5	E													28	28	69	5
3.	Legislation in the field of communication	CRP303/DS	2	-	3	C													14	-	61	3
4.	Optional Discipline 1**	CRP304/DS	4	4	5	E													28	28	69	5
5.	Political public relations	CRP305/DS					4	2	4	C									28	14	58	4
6.	Optional Discipline 2**	CRP306/DS					4	4	5	E									28	28	69	5
7.	Optional Discipline 3**	CRP307/DC					2	2	2	C									14	14	22	2

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8.	Organizational sociology	CRP308/DC					2	2	3	C									14	14	47	3
9.	Online publicity	CRP309/DS									4	4	6	E					28	28	94	6
10.	Optional Discipline 4**	CRP310/DS									4	2	4	C					28	14	58	4
11.	Globalization and digitalization	CRP311/DS									4	4	6	E					28	28	94	6
12.	Public relations in tourism	CRP312/DS													2	4	5	C	14	28	83	5
13.	Optional Discipline 3**	CRP313/DC													4	2	5	E	28	14	69	5
14.	Elaboration of the licence paper	CRP314/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	16	2E 1C	6	16	14	1E 2C	294	322	884	60
TOTAL HOURS/ECTS			22 ore/săpt.; 30 credite ECTS								22 ore/săpt.; 30 credite ECTS								616			
** Optional discipline YEAR III/ a subject of your choice from:																						
1.	Optional Discipline 1**- Package III.1									CRP304/DS												
2.	Optional Discipline 2**- Package III.2									CRP306/DS												
3.	Optional Discipline 3**- Package III.3									CRP307/DC												
4.	Optional Discipline 4**- Package III.4									CRP310/DS												
5.	Optional Discipline 5**- Package III.5									CRP313/DC												

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