

**CURICULUM – YEAR I
2025-2026**

UNIVERSITY	GEORGE EMIL PALADE UNIVERSITY OF MEDICINE, PHARMACY, SCIENCE, AND TECHNOLOGY OF TÂRGU MUREȘ	UNDERGRADUATE STUDY PROGRAMME	COMMUNIVCATION AND EMERGING MEDIA
FACULTY	“PETRU MAIOR” FACULTY OF SCIENCES AND LETTERS	GRADUATE TITLE	BACHELOR OF SCIENCE COMMUNICATION SCIENCE
FIELD OF STUDY	ADMINISTRATIVE, PSYCHOLOGY AND EDUCATION SCIENCES	DURATION OF STUDIES	3 YEARS
LEVEL OF REGULATION	GENERAL	TRANSFERABLE STUDY CREDITS (ECTS)	180+2 (COMPULSORY + OPTIONAL) + 10 FOR THE BACHELOR EXAM

Nr crt	Teaching activities/ Disciplines	Code/ Type of discipline	Semester 1								Semester 2								Total academic year			
			Module I				Module II				Module III				Module IV							
			Course	Lp/st/ Sem/ Pr	ECTS	Form of verif	Course	Lp/st/ Sem/ Pr	ECTS	Form of verif	Course	Lp/stg/ Sem/ Pr	ECTS	Form of verif	Course	Lp/stg/ Sem/ Pr	ECTS	Form of verif	Course	Lp/stg/ Sem/ Pr	Indiv. study	ECTS
1.	Introduction to Public Relations	CME101/DD	4	2	5	E												28	14	83	5	
2.	Foundamentals of the Mass Media System	CME102/DF	2	4	4	C												14	28	58	4	
3.	Research Methods in Social Scinences	CME103/DF	4	4	5	E												28	28	69	5	
4.	Optional course 1** Modern language 1	CME104/DC	-	2	2	C	-	2	2	C								-	28	72	4	
5.	Initrodction in Publicity	CME105/DD					4	4	5	E								28	28	69	5	
6.	Physical education 1	CME106/DC					-	2	2	A/R								-	14	36	2	
7.	Foundamentals of Communication Sciendes	CME107/DF					4	4	5	E								28	28	69	5	
8.	Specialized Working Techniques;	CME108/DS					2	2	2	E								14	14	22	2	

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9.	Rhetoric	CME109/DC									4	4	5	E					28	28	69	5
10	History of Communication	CRP110/DD									4	4	5	E					28	28	69	5
11	Critical Thinking	CRP111/DD									4	2	4	E					28	14	58	4
12	Specialized practice 1	CRP112/DS									-	4	-	-	-	4	6	C	-	56	94	6
13	Optional course 2** Modern Language 2	CRP113/DC									-	2	2	C	-	2	2	C	-	28	72	4
14	Branding	CRP114/DS													2	-	2	C	14	-	36	2
15	Multimedia production and editing	CRP115/DD													2	4	4	E	14	28	44	4
16	Physical education	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/ CREDITS			22hours/week.; 30ECTS+2								22 hours/week.; 30ECTS+2								616			

DO – mandatory course DA – optional course (56 hours); E – examination; C – colloquium ; LP – practical work; ECTS - transferable study credits

DF=3; DD=2; DS=9; DC=5 (140 hours)

**** Discipline opțională ANUL I/ o disciplină la alegere dintre:**

1	Optional course 1**	CME 104/DC	Modern Language 1
2	Optional course 2**	CME 113/DC	Modern Language 2

OPTIONAL COURSES – for the Pedagogical Module, Year I

Nr. crt.	Teaching activities/ Disciplines	Code/ Type of discipline	Semester 1								Semester 2								Total academic year			
			Module I(7 weeks)				Module II(7 weeks)				Modul III(7 weeks)				Modul IV(7 weeks)							
			Course	LP/S	ECTS	Form verif	Course	LP/S	ECTS	Form verif	Course	LP/S	ECTS	Form verif	Course	LP/S	ECTS	Form verif	Course	LP/S	St.indiv	ECTS
1.	Psihology of education	PSHL017/ DF					4	4	5	E									28	28	69	5
2.	Pedagogie I: Fundamentals of Pedagogyi – Curriculum Theory and Methodology	PEDA038/ DF												4	4	5	E	28	28	69	5	
TOTAL GENERAL		2 OBL;					4	4	5	1E					4	4	5	1E;	56	56	138	10
TOTAL HOURS/CREDITS			8 hours/week; 5 ECTS								8 hours/week ; 5 ECTS								112			

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**CURRICULUM – YEAR II
2026-2027**

UNIVERSITY	GEORGE EMIL PALADE UNIVERSITY OF MEDICINE, PHARMACY, SCIENCE, AND TECHNOLOGY OF TÂRGU MUREŞ	UNDERGRADUATE STUDY PROGRAMME	COMMUNIVCATION AND EMERGING MEDIA
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LEVEL OF REGULATION	GENERAL	TRANSFERABLE STUDY CREDITS (ECTS)	180+2 (COMPULSORY + OPTIONAL) + 10 FOR THE BACHELOR EXAM

Nr crt	Teaching activities/ Disciplines	Code/ Type of discipline	Semester 1								Semester 2								Total academic year			
			Module I				Module II				Module III				Module IV							
			Course	Lp/st/ Sem/ Pr	ECTS	Form of verif	Course	Lp/st/ Sem/ Pr	ECTS	Form of verif	Course	Lp/stg/ Sem/ Pr	ECTS	Form of verif	Course	Lp/stg/ Sem/ Pr	ECTS	Form of verif	Curs	Lp/stg/ Sem/ Pr	St.indiv.	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.	Optional course 1	CME203/ 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	CME206/ DC					-	2	2	A/R									-	14	36	2
7.	Digital media teams	CME207/ DS					4	4	6	E									28	28	94	6

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8.	Semiotics	CME208/DD									4	4	5	E					28	28	69	5
9.	Storytelling in digital media	CME209 / DS									4	4	6	E					28	28	94	6
10.	Phisycal educa-tion	CME210/DC									-	2	2	A/R					-	14	36	2
11.	Optional course 2**	CME211/DS													4	2	5	C	28	14	83	5
12.	Deonthology	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.	Specialized practice 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/CREDITS			22 hours/week.; 30 ECTS+2								22 hours/week.; 30 ECTS+2								616			
** Optional courses Year II / one course of choice from :																						
1	Optional course 1**			CME207/DS		Consumer behavior in a digital context / Consumer psychology																
2	Optional course 2**			CME211/DS		Marketing through AI tools / Introduction to AI																

OPTIONAL COURSES – for the Pedagogical Module, Year II

Nr. crt.	Teaching activities/ Disciplines	Code/ Type of discipline	Semester 1								Semester 2								Total academic year			
			Module I(7 weeks)				Module II(7 weeks)				Module III(7 weeks)				Module IV(7 weeks)							
			Course	LP/S	ECTS	Form of verif	Course	LP/S	ECTS	Form Of verif	Course	LP/S	ECTS	Form of verif	Course	LP/S	ECTS	Form of verif	Course	LP/S	Indiv. study	ECTS
1.	Pedagogy II: Theory and methodology of instruction / Theory and methodology of evaluation	PEDA039/DF	4	4	5	E												28	28	69	5	
2.	Specialization didactics	METO022/DS								4	4	5	E					28	28	69	5	
TOTAL GENERAL		2 OBL;	4	4	5	1E				4	4	5	1E					56	56	138	10	
TOTAL HOURS/CREDITS			8 hours/week; 5 ECTS								8 hours/week; 5 ECTS								112			

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**CURRICULUM – YEAR III
2027-2028**

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LEVEL OF REGULA-TION	GENERAL	TRANSFERABLE STUDY CREDITS (ECTS)	180+2 (COMPULSORY + OPTIONAL) + 10 FOR THE BACHELOR EXAM

Nr crt	Teaching activities/ Disciplines	Code/ Type of discipline	Semester 1								Semester 2								Total academic year			
			Module I				Module II				Module III				Module IV							
			Course	Lp/st/ Sem/ Pr	ECTS	Form of verif	Course	Lp/st/ Sem/ Pr	ECTS	Form of verif	Course	Lp/stg/ Sem/ Pr	ECTS	Form of verif	Course	Lp/stg/ Sem/ Pr	ECTS	Form of verif	Course	Lp/stg/ Sem/ Pr	Indiv study	ECTS
1.	Writing tehniques	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 communica- tion	CME303/DS	2	-	3	C												14	-	61	3	
4.	Otional course 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 course 2**	CME306/DS					4	4	5	E								28	28	69	5	
7.	Optional course 3**	CME307/DC					2	2	2	C								14	14	22	2	
8.	Organizational socoilogy	CME308/DC					2	2	3	C								14	14	47	3	
9.	Employer branding strategies	CME309/DS									4	4	6	E				28	28	94	6	

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10.	Optional course 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 course 5**	CME313/DC													4	2	5	E	28	14	69	5
14.	Bachelor thesis preparation	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/ CREDITS			22 hours/week.; 30ECTS								22 hours/week.; 30ECTS								616			
** Optional courses Year III / one course of choice from :																						
1.	Optional course 1**	CME304/DS	Semiotics of new media / Advertisin semiotics																			
2.	Optional course 2**	CME304/DS	Advertising creation / Creative Communication Techniques																			
3.	Optional course 3**	CME306/DC	Building websites with no-code solutions / Introduction to CMSs																			
4.	Optional course 4**	CME307/DS	Fake news și false news / Crisis communication																			
5.	Optional course 5**	CME309/DC	Social media and society / Social media and civic participation																			

DO – mandatory course DA – optional course (56 hours); E – examination; C – colloquium ; LP – practical work; ECTS - transferable study credits 7 exams, 7 colloquium

DF=1; DS=11; DC=3

OPTIONAL COURSES – for the Pedagogical Module, Year III

Nr. crt.	Teaching activities/ Disciplines	Code/ Type of discipline	Semester 1								Semester 2								Total academic year			
			Modul I (7 Weeks)				Modul II (7 Weeks)				Modul III (7 Weeks)				Modul IV (7 Weeks)							
			Course	LP/S	ECTS	Form of verif	Course	LP/S	ECTS	Form Of verif	Course	LP/S	ECTS	Form of verif	Course	LP/S	ECTS	Form of verif	Course	LP/S	St.indiv	ECTS
1.	Student class management	MANAG253/ DF								2	2	3	E					14	14	47	3	
2.	Computer assisted instruction	INFO241/ DS					2	2	2	C								14	14	22	2	
3.	Pedagogical practice in compulsory pre-university education (1)	METO039/ DS	-	3	-	-	-	3	3	C								-	42	33	3	
4.	Pedagogical practice in compulsory pre-university education (2)	METO040/ DS								-	3	-	-	-	3	2	C	-	42	8	2	
TOTAL GENERAL		4OBL;	-	3	-	-	2	5	5	2C	2	5	3	1E	-	3	2	C	28	112	110	10
TOTAL HOURS/CREDTs			7hours/week; 2 ECTS								7 hours/weekt; 3 ECTS								140			

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