

**CURRICULUM – YEAR I
2025-2026**

UNIVERSITY	GEORGE EMIL PALADE UNIVERSITY OF MEDICINE, PHARMACY, SCIENCE, AND TECHNOLOGY OF TÂRGU MUREȘ	UNDERGRADUATE STUDY PROGRAMME	COMMUNIVCATION AND PUBLIC RELATIONS
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	CRP101/DD	4	2	5	E												28	14	83	5	
2.	Foundamentals of the Mass Media System	CRP102/DF	2	4	4	C												14	28	58	4	
3.	Research Methods in Social Scinenes	CRP103/DF	4	4	5	E												28	28	69	5	
4.	Optional course 1** Modern language 1	CRP104/DC	-	2	2	C	-	2	2	C								-	28	72	4	
5.	Initrodduction in 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.	Foundamentals of Communication Sciendes	CRP107/DF					4	4	5	E								28	28	69	5	
8.	Specialized Working Techniques;	CRP108/DS					2	2	2	E								14	14	22	2	

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Conf.univ.dr Sorin DRĂGAN

9.	Rhetoric	CRP109/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=5; DC=5 (140 hours); DS=3

** Optional courses Year I / one course of choice from :			
1	Optional course 1**	CRP104/DC	Modern Language 1
2	Optional course 2**	CRP113/DC	Modern Language 2

OPTIONAL COURSES – for the Pedagogical Module, Year I

Nr. crt.	Teaching activities/ Disciplines	Code/ Type of discipline	Semester I (14 weeks)								Semestrul II (14 weeks)								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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Assoc. prof. Sorin DRĂGAN Phd

**CURRICULUM – YEAR II
2026-2027**

UNIVERSITY	GEORGE EMIL PALADE UNIVERSITY OF MEDICINE, PHARMACY, SCIENCE, AND TECHNOLOGY OF TÂRGU MUREȘ	UNDERGRADUATE STUDY PROGRAMME	COMMUNIVCATION AND PUBLIC RELATIONS
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								Semestrer 2								Total academic year			
			Module I				Module II				Module III				Moduel 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	Individ. study.	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 Comunication	CRP203/DS	4	4	6	E												28	28	94	6	
4.	Writing Public Relation 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 course 1	CRP207/DS					4	4	6	E								28	28	94	6	
8.	Semiotics	CRP208/DD									4	4	5	E				28	28	69	5	
9.	Copywriting	CRP209/DS									4	4	6	E				28	28	94	6	

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10.	Physical education	CRP210/DC									-	2	2	A/R					-	14	36	2
11.	Optional course 2	CRP211/DS													4	2	5	C	28	14	83	5
12.	Deontology	CRP212/DD													4	2	4	E	28	14	58	4
13.	Mobile communication	CRP213/DS													4	2	5	C	28	14	83	5
14.	Specialized practice	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/ CREDITS			22 hours/week.; 30 ECTS+2								22 hours/week.; 30 ECTS+2								616			

DO – mandatory course DA – optional course (56 hours); E – examination; C – colloquium ; LP – practical work; ECTS - transferable study credits
DF=1; DD=2; DS=9; DC=2 (28 hours)

** Optional courses Year II / one course of choice from :			
1	Optional course 1**	CRP207/DS	Media genres / Investigative Journalism
2	Optional course 2**	CRP211/DS	Interpersonal and group communication / Leadership communication

OPTIONAL COURSES – for the Pedagogical Module, Year II

Nr. crt.	Teaching activities/ Disciplines	Code/ Type of discipline	Semester I (14 weeks)								Semester II (14 weeks)								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**

UNIVERSITY	GEORGE EMIL PALADE UNIVERSITY OF MEDICINE, PHARMACY, SCIENCE, AND TECHNOLOGY OF TÂRGU MUREŞ	UNDERGRADUATE STUDY PROGRAMME	COMMUNIVCATION AND PUBLIC RELATIONS
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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	Course	Lp/stg/ Sem/ Pr	Indiv. study.	ECTS
1.	Redaction techniques	CRP301/DD	2	2	3	E												14	14	47	3	
2.	Event Organization	CRP302/DS	4	4	5	E												28	28	69	5	
3.	Communication Law	CRP303/DS	2	-	3	C												14	-	61	3	
4.	Optional course 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 course 2**	CRP306/DS					4	4	5	E								28	28	69	5	
7.	Optional course 3**	CRP307/DC					2	2	2	C								14	14	22	2	
8.	Organizational Sociology	CRP308/DC					2	2	3	C								14	14	47	3	
9.	Online Advertising	CRP309/DS									4	4	6	E				28	28	94	6	
10.	Optional course 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	

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12.	Public Relations in Tourism	CRP312/DS													2	4	5	C	14	28	83	5		
13.	Optional course 5**	CRP313/DC													4	2	5	E	28	14	69	5		
14.	Bachelor Thesi Preparation	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/ CREDITS			22 hours/week.; 30 credite ECTS									22 hours/week.; 30 credite ECTS									616			
** Optional courses Year III / one course of choice from :																								
1.	Optionual course 1** - Pachet III.1		CRP304/DS		Advertising creation / Advertisin Semiotics																			
2.	Optionual course 2** - Pachet III.2		CRP306/DS		Digital storytelling / Digital writing																			
3.	Optionual course 3** - Pachet III.3		CRP307/DC		Ethics and academic integrity / Advanced digital skills																			
4.	Optionual course 4** - Pachet III.4		CRP310/DS		Modern website creation tools / Website building with no-code solutions																			
5.	Optionual course 5** - Pachet III.5		CRP313/DC		Intercultural communication / Psihology and media																			

DO – mandatory course DA – optional course (56 hours); E – examination; C – colloqium ; LP – practical work; ECTS - transferable study credits 7 exams, 7 colloqium
DF=1; DS=11; DC=3

OPTIONAL COURSES – for the Pedagogical Module, Year III

Nr. crt.	Teaching activities/ Disciplines	Code/ Type of discipline	Semester I (14 weeks)								Semester II (14 weeks)								Total academic year			
			Module I(7 weeks)				Module II(7 weeks)				Module III (7 weeks)				Modul IV (7 weeksi)							
			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/CREDITS			7hours/week; 2 ECTS								7 hours/week; 3 ECTS								140			

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