



ROMANIA  
"VASILE ALECSANDRI" UNIVERSITY OF BACAU  
FACULTY OF LETTERS  
8 Spiru Haret Street, Bacău, 600114  
Tel./ fax ++40-234-588884  
www.ub.ro; e-mail: litere@ub.ro



Domain: **Communication Sciences**

Study Programme: **Communication and Public Relations**

**Academic year 2016/ 2017**

**STRUCTURE OF THE 1ST YEAR  
OF STUDY**

Crt no.	Discipline	Number of credits	Evaluation of Type	Semester
1.	Introduction to Communication Sciences	5	E	1
2.	Philosophy of Communication	5	E	1
3.	Introduction to advertising	6	E	1
4.	Interpersonal Communication	5	E	1
5.	Introduction to Information and Communication Technology	2	V	1
6.	History of Romanian Culture and Civilization/ Discourse Acts - optional	4	C	1
7.	English/ French language - optional	3	C	1
8.	Physical Education	1	V	1
9.	Foreign language course (Chinese) - elective	2	V	2
10.	Foreign language course (German) - elective	2	V	2
11.	Introduction to the Mass-media System	6	E	2
12.	Document Drafting Techniques	4	E	2
13.	Introduction to Public Relations	6	C	2
14.	Research Methods in Public Relations	5	E	2
15.	Specialized practical training (30 hours)	2	V	2
16.	Mediation and Negotiation	3	V	2
17.	CSR Campaigns/ History of Mentalities- optional	2	C	2
18.	English/ French - optional	2	C	2
19.	Physical Education	1	V	2
20.	Foreign language course (Chinese) - elective	2	V	2
21.	Foreign language course (German) - elective	2	V	2

E – examination, C – colloquium, V – check up

**Dean,**  
Assoc. Prof. Brîndușa-Mariana Amălăncei, PhD

**Head of Department,**  
Assoc. Prof. Luminița Drugă, PhD



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**STRUCTURE OF THE 2ND YEAR  
OF STUDY**

Crt no.	Discipline	Number of credits	Evaluation of Type	Semester
1.	The Foundations of Social Sciences	4	E	3
2.	Research Methods and Methodologies for the Communication Sciences	4	E	3
3.	Sectorial Public Relations	4	E	3
4.	Organizational Communication	4	E	3
5.	Computer-aided Elaboration of Public Relations Products	2	C	3
6.	Specialized practical training (30 hours)	2	V	3
7.	Media Discourse in French/ English - optional	3	V	3
8.	Creating a public relations campaign/ Public Relations Management - optional	4	C	3
9.	Sociology of Public Opinion/ International Public Relations - optional	3	C	3
10.	Physical Education	1	V	3
11.	Introduction to English for Specific Purposes (Legal and Administrative) - elective	2	C	4
12.	Professional Ethics and Deontology	5	E	4
13.	Argumentation Techniques	6	E	4
14.	Data Collection Techniques	2	C	4
15.	Applied Semiotics: visual communication	4	E	4
16.	Crisis Management	4	E	4
17.	Specialized practical training (30 hours)	2	V	4
18.	Media Discourse in French/ English - optional	2	V	4
19.	Political Marketing/ Politology - optional	2	E	4
20.	Semiotics/ Geopolitics - optional	3	C	4
21.	Physical Education	1	V	4
22.	Types of discourse - elective	2	C	4

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**STRUCTURE OF THE 3RD YEAR  
OF STUDY**

Crt no.	Discipline	Number of credits	Evaluation of Type	Semester
1.	Rhetoric	3	E	5
2.	Communicating with the media	6	E	5
3.	On-line Public Relations	3	E	5
4.	Political Communication	6	E	5
5.	Specialized practical training (30 hours)	2	V	5
6.	Document Drafting Techniques in English / French - optional	2	C	5
7.	Intercultural Communication and the Discourse of the Other/ The psychology of communication - optional	6	E	5
8.	Media and actuality/ Patterns of Verbal Interactions - optional	2	C	5
9.	Radio programmes production – elective	2	C	5
10.	Rules of law and principles of communication	3	E	6
11.	Drafting Public Relations Materials	6	E	6
12.	Organizing PR Events	4	E	6
13.	Communication and social change	5	E	6
14.	Period dedicated to the writing of the BA graduation paper (60 hours)	2	V	6
15.	Document Drafting Techniques in English / French - optional	3	C	6
16.	Nonverbal Communication/ Text and Image - optional	3	V	6
17.	European Union Institutions/ Human rights - optional	4	E	6
18.	The Production of TV shows - elective	2	C	6

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