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| Educational Programme                                  | <b>Communication and Public Relations</b>  |
| Degree Awarded   | Bachelor   |
| Standard Length of Studies<br>(Number of ECTS Credits) | 3 years - 6 semesters - 180 ECTS   |
| Type of Study  | Full-time  |
| Higher Education Institution                           | Babes-Bolyai University  |
| Faculty / Department                                   | Faculty of Political, Administrative and Communication Sciences  |
| Contact Person   | Senior Lecturer, PhD Delia Cristina Bălas  |
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| Profile of the Degree Programme                        | Communication sciences – German study programme  |
| Target Group / Addressees                              | The programme is addressed to speakers of German language with a desire to follow a career in public relations   |
| Entrance Conditions                                    | 50% grade average at high school graduation examination + 50% general grade average at high period school  |
| Further Education Possibilities                        | Master in PR and Advertisement (German study programme); Master in Public Relations (Romanian study programme); Media Communication (English study programme) etc.   |
| Description of Study                                   | The Communication and Public Relation programme is intended to prepare future specialists in communication, public relations, publicity, and advertisement for German speakers with a general knowledge of German mass media environment. This would ensure students the opportunity to seek careers both in the Romanian market place and also inside German speaking countries (Germany, Austrian and Switzerland) as the previous generations have already done so. The theoretical development of the study courses is combined with a practical orientation as to ensure the development of proper skills and competences for this chosen professional field. |
| Purposes of the Programme                              | ⇒ To prepare skilful students in the field of Communication and Public Relations;<br>⇒ To promote the profession and consolidate its prestige in the society.  |
| Specialization / Area of Expertise                     | Through its educational structure, the specialization strengthens theoretical knowledge and develops practical skills in the field of finance, insurance, banks and capital market. The curriculum allows sheer professional development of students in the chosen specialty, offering flexibility and workforce mobility.   |
| Extra Peculiarities                                    | -  |
| Practical Training                                     | Practical trainings are included in the study programme for the period of two weeks for the 2nd and 3rd year of their studies (Semester 3, Semester 4 and Semester 5). In this regard partnerships are being made with companies as MedienCampus Bayern (since 2003), TU Chemnitz (since   |

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|   | 2008), Journalisten Schule Ruhr (since 2008) and Radio Mittweida (since 2008).   |
| Final Examinations                                      | Research thesis  |
| Gained Abilities and Skills                             | <p style="text-align: center;"><b>General Competences</b></p> <p>The graduate student should:</p> <ul style="list-style-type: none"> <li>• be able to analyse and synthesize the information regardless of type, source and volume;</li> <li>• have the ability to empathise with the social environment;</li> <li>• be able to correctly perceive and turn to good account the social, political and economic trends, as well as the image and content aspects;</li> <li>• have the ability to critically acquire process and implement the theoretical information.</li> </ul> <p style="text-align: center;"><b>Specific Competences</b></p> <p>The graduate student should:</p> <ul style="list-style-type: none"> <li>• have good communication skills including the control of language sources (verbal, para-verbal and non-verbal) throughout the communication process;</li> <li>• be able to set up and run public relations campaigns;</li> <li>• have the ability to set up and manage advertising strategies;</li> <li>• be able to put into practice the sociological research methods and techniques pertaining to public relations and advertising;</li> <li>• have the ability to implement and develop organisational communication systems both inside and outside the organisation;</li> <li>• have crisis- and conflict-management mediation skills;</li> <li>• display communication skills within interpersonal, inter-institutional, intercultural and international relations.</li> </ul> |
| Job Placement, Potential Field of Professional Activity | <p>The degree-holder may perform as a/an</p> <ul style="list-style-type: none"> <li>• public relations consultant</li> <li>• public relations assistant</li> <li>• mediator/negotiator</li> <li>• public relations representative</li> <li>• spokesperson</li> <li>• strategic planner in advertising</li> <li>• copywriter</li> <li>• researcher (as part of a team)</li> <li>• media planner</li> <li>• events manager.</li> </ul>   |