

PROGRAMME PROFILE

Educational Programme	Media Society
Degree Awarded	MA in Media Society
Standard Length of Studies (Number of ECTS Credits)	4 semesters 150 ECT
Type of Study	MA
Higher Education Institution	Babeş-Bolyai University Cluj-Napoca, Romania
Faculty / Department	Faculty of European Studies
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Profile of the Degree Programme	Interdisciplinary MA program addressing IT and media impact within the society
Target Group / Addressees	BA in European Studies, Management, Communication, Sociology, Economics, Journalism, Human Studies
Entrance Conditions	BA + foreign language certificate
Further Education Possibilities	PhD
Description of Study	Digital technologies and communication, by their strong impact, wide area of influence, and characteristic speed, remodel our every-day life and become indispensable for ensuring organization competitiveness. The advantages of information and media technologies bring new features and expressions within the knowledge based society, increase global and organizational efficiency and induce social and ethical reconfigurations
Purposes of the Programme	Studying the impact of digital and media technologies in various fields: sociological, political, communication and media, economic, and provide proficient solutions for managing these technologies in different areas
Specialization / Area of Expertise	Media, IT and society ; media & IT in organizations
Extra Peculiarities	Interdisciplinarity & applied character
Practical Training	Applied activities & projects regarding IT impact in various fields
Final Examinations	Disertation
Gained Abilities and Skills	Interdisciplinary overview of the studied field Diagnosis, analysis & prognosis in the field of study Abilities of applying and evaluating the result of various IT solutions
Job Placement, Potential Field of Professional Activity	Media, PR, Web industry, Communication positions, Managerial positions requiring general IT management knowledge

Date: 22-10-2010

Signature: Alina Andreica