

**PROGRAMME PROFILE**  
POLITICAL COMMUNICATION AND MARKETING - MA

Educational Programme	POLITICAL COMMUNICATION AND MARKETING
Degree Awarded	M.A. in Political Science
Standard Length of Studies (Number of ECTS Credits)	The length of this program is 2 years, i.e. four semesters. The number of ECTS Credits: 120
Type of Study	introductory, more theoretical
Higher Education Institution	Babes-Bolyai University, Cluj/Kolozsvár/Klausenburg Romania
Faculty/Department	Faculty of Political, Administration and Communication Sciences
Contact Person	Dr. Bakk Miklós, associate professor, Gergely Csilla - secretary
Phone	+40-264-431-505
Fax	+40-264-431-505
E-mail	e-mail: secretariat_polito@yahoo.com
website	www.polito.ubbcluj.ro; www.bbte-politologia.ro
Profile of the Degree Programme	Content of the programme is designed in a way that combines theoretical knowledge from a lot of fields (theories of communications, public spheres, politics and media) with some areas of practice (campaigns, lobby)
Target Group / Addressees	BA graduated students in social sciences and humanities who are oriented to communication activities in the public sphere and institutional life.
Entrance Conditions	BA License in Social Sciences and Humanities, motivational letter, interview
Future Education Possibilities	Doctoral Studies, other postgradual studies in the field
Purpose of the Programme	The aim of the programme is to give the student a systematic understanding of basic questions in the interdepending fields of politics and communications
Specialization/ Area of Expertise	Possible specialization areas: campaign manager, spin doctor, spokesperson
Extra Peculiarities	In the first semester a special introductory course in discursive political science
Practical Training	No special trainings but orienting discussions towards some interesting trainings will be held
Final Examination	dissertation, MA thesis
Gained Abilities and Skills	no special skills but a better understanding the nature of the political communication
Job Placement, Potential Field of Professional Activity	campaign manager, spin doctor, spokesperson, journalist, columnist, political analyst