PUBLIC INFORMATIONS ON COMPETITIONS

Name of field	Description
Faculty	Faculty of Political, Administrative and Communication Sciences
Department	Department of Communications, Public Relations and Advertising
Position in the list of positions	10
University position	Associate Professor
Subjects from the curriculum	- Types of Advertising Discourse (MA, English) - Research Methods in PR and Advertising – (MA, German and English) - Brand Communication (MA, German and English) - Institutional Branding – (Bachelor, German)
Academic domain	Communication sciences
Description of the position	The position involves teaching, research, and administrative duties. The successful candidate is expected to show an excellent track record of teaching and research in communication sciences. The position requires a solid background in social sciences and humanities, including a PhD in a social science or connecting fields (such as history). The courses taught are part of programmes offered in German, respectively in English language. Thus, the candidate must prove proficiency in these languages (documents must be submitted certifying Common European Framework of Reference C1 level or certificates of studies in the country/ or in the respective language for at least 9 months cumulated.)
Responsibilities	• Teaching courses pertaining to the disciplines listed in the list of positions • Tutorial guidance of student work • Thesis supervision (BA and MA levels) • Weekly consultations (office hours) • Research activities: individual research agenda in the academic domain • Contribution to and coordination of team projects at departmental or faculty level
Date and time of the presentation	*27th of January 2023, at 11:00 o'clock*
Location of the presentation	Faculty of Political, Administrative and Communication Sciences, Minerilor street No. 85, room T1
Exam structure, date, time and location of the presentation	Candidates will be evaluated based on 1) The individual portfolio (documents submitted) 2) A public presentation on a topic relevant to the position, chosen by the candidate from the topics announced. The public presentation will take place on the 27th of January 2023, at 11:00 o'clock, at the Faculty of Political, Administrative

	and Communication Sciences, Minerilor street No. 85, in room T1. The evaluation of the individual portfolio detailing the academic trajectory and achievements of the candidate weighs 75%, while the oral presentation weighs 25% in the final grade. Each member of the commission awards a grade by completing an individual assessment form. The evaluation of the academic quality will be based on the quality of publications and the contributions of the candidates to the field of the position. The oral presentation shall last at least 30 minutes and will include a session of questions from the evaluation committee and/or the public. The oral presentation shall be held in the language(s), reflecting the nature of the position.
Topic and bibliography for the presentaion	**Topics for the public presentation:** 1.　　Research Areas in Communication Sciences 2.　　Characteristics of Scales Used in Communication Sciences 3.　　Experimental Research in Communication Sciences 4.　　The Effects of Digitally Modified Pictures on Social Networking Sites 5.　　The Structure and Workflow of Advertising Agencies 6.　　The Use of Intertextuality in Advertising 7.　　Elements of the Branding Process 8.　　The Use of Storytelling in the Branding Process 9.　　Systematic Inventive Thinking: SIT Models 10.　　Unconventional Forms of Promotion **Bibliography:** Applegate. (2015). *Strategic copywriting: How to create effective advertising* (2nd ed.). Rowman & Littlefield. Brosius, H.-B., Haas, A., & Unkel, J. (2022). *Methoden der empirischen Kommunikationsforschung: Eine Einführung* (8th ed.). Springer VS. Goldenberg, J., Levav, A., Mazursky, D., & Solomon, S. (2009). *Cracking the Ad Code*. Cambridge University Press. Holland, G., & Tiggemann, M. (2016). A systematic review of the impact of the use of social networking sites on body image and disordered eating outcomes. *Body Image, 17*, 100–110. https://doi.org/10.1016/j.bodyim.2016.02.008 Kloss, I. (2016). *Werbung: Lehr-, Studien- Und Nachschlagewerk* (3rd ed.). Walter de Gruyter. https://doi.org/10.1515/9783486812428 Koch, T., Peter, C., & Muller, P. (2018). *Das Experiment in Der Kommunikations- Und Medienwissenschaft: Grundlagen, Durchführung und Auswertung experimenteller Forschung* (1st ed.). Springer VS. Lundqvist, A., Liljander, V., Gummerus, J., & van Riel, A. (2013). The impact of storytelling on the consumer brand experience: The case of a firm-originated

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Description of the exam process	1. The positions approved in the department council meeting, the Faculty Council, and approved by the University Administrative Council.
	2. The positions opened are made public following the legal procedures, including advertising on the BBU website.

	3. Examination committees are set up, agreed by the Faculty Council and approved by the BBU Senate.
	4. The candidates prepare and submit the examination documentation according to the timetable of the process.
	5. The university office in charge verifies that candidates meet the eligibility criteria based on the documentation submitted, according to the BBU regulation on academic positions.
	6. The examination committee - verifies that candidates meet the eligibility criteria, - analyses and evaluates the documentation submitted, - evaluates the presentation, - prepares an evaluation report of candidates.
	7. The committee submits the evaluation reports
	8. The evaluation reports are discussed in the Faculty Council, which agrees on the results with secret vote.

Head of the Department,

Prof. univ. dr. Ioan Hosu