

Bachelor's Degree Programs

ADVERTISING (A)

F = Fundamental discipline

S = Speciality discipline

Sup. = Supplementary discipline

L= Lecture

S=Seminar

First year of studies (A)

First Semester (14 weeks)

No	Study Program	Course Type	Language	Hours per week (course + seminar)			Credits	Evaluation
				L	S	Lab		
1	Introduction to Communication Theories	F	RO	2	1	-	5	Written Exam
2	Introduction to Media Communication	F	RO	2	1	-	5	Written exam
3	Newswriting Skills	F	RO	2	2	-	5	Written Exam
4	Introduction to Advertising	F	RO	2	1	-	5	Written Exam
5	Audio-visual Techniques (Radio)	S	RO	1	3	-	4	Written Exam
6	Communication Strategies in French / English	S	EN, FR	1	1	-	4	Continuous Assessment
7	Media Literacy	Sup.	RO	0	2	-	2	Continuous Assessment
	Total			10	11	-		
	Total lectures and seminars				21		30	
	Supplementary courses	Sup.	RO	1	1	-	2	Continuous Assessment

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First year of studies (A)

Second Semester (14 weeks)

No.	Study Program	Course Type	Language	Hours per week (course + seminar)			Credits	Evaluation
				L	S	Lab		
1.	Introduction to Media Communication	F	RO	2	1	-	5	Written Exam
2.	Fundamentals of Social Sciences	F	RO	2	2	-	4	Written Exam
3.	Introduction to Public Relations	F	RO	2	1	-	4	Written Exam
4.	Desktop Publishing and Infography	F	RO	1	3	-	4	Written Exam
5.	Introduction to Online Communication	S	RO	1	2	-	2	Written Exam
6.	Marketing	S	RO	2	1	-	2	Written Exam
7.	Communication Strategies in French / English	Sup.	EN, FR	1	1	-	4	Continuous Assessment
8.	Copywriting	S	RO	0	2	-	2	Continuous Assessment
9.	Internship (90 hours)	S	RO				3	Continuous Assessment
	Total			11	13	-		
	Total lectures and seminars			24			30	

	Supplementary courses	Sup.	RO	1	1	-	2	Continuous Assessment
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Second year of studies (A)

Third Semester (14 weeks)

No.	Study Program	Course Type	Language	Hours per week (course + seminar)	Credits	Evaluation
1	Introduction to Semiotics	Sup.	RO	1 + 1	5	Written Exam

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2	Multimedia	S	RO	2 + 2	4	Written Exam
3	Audio-Visual Techniques (TV)	S	RO	1 + 3	4	Written Exam
4	Ethics	F	RO	2 + 1	4	Written exam
5	Introduction to Branding	S	RO	1+2	5	Written exam
6	Writing Techniques in French/English (Public Relations&Advertising)	Sup.	EN/FR	1+1	4	Continuous Assesment
7	Client Service	S	RO	0+2	2	Written exam
OPTIONAL COURSES (1 out of 2)						
8	Storytelling in Advertising	S	RO	1 + 1	2	Continuous Assesment
9	Advertising Graphics	S	RO	1 + 1	2	Continuous Assesment
	Total			22	30	
	Supplementary courses	Sup.	RO	0 + 2	2	Continuous Assesment

Second year of studies (A)
Fourth Semester (14 weeks)

No.	Study Program	Course Type	Language	Hours per week (course + seminar)	Credits	Evaluation
1	Communication Law	F	RO	2 + 1	3	Written Exam
2	Deontology	F	RO	2 + 2	4	Written Exam
3.	Media Planning	S	RO	1+2	3	Continuous Assesment
4.	Online Advertising	S	RO	1+2	3	Written Exam

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5.	Research Methods and Methodologies	F	RO	1 + 2	4	Written Exam
6	Management of Advertising Company	S	RO	2+ 1	3	Written Exam
7	PR & Advertising Writing Techniques in French/English	S	EN/FR	1 +1	4	Continuous Assessment
8	Internship (90 hours)		RO		3	Continuous Assessment
OPTIONAL COURSES (1 out of 2)						
9	Digital Writing	S	RO	1 + 1	3	Continuous Assessment
10	Art Direction in Advertising	S	RO	1 + 1	3	Continuous Assessment
	Total			11 + 13		
	Total lectures and seminars			23	30	
	Supplementary Courses	Sup.		0 + 2	2	Continuous Assessment

**Third year of studies (A)
Fifth Semester (14 weeks)**

No.	Study Program	Course Type	Language	Hours per week (course + seminar)	Credits	Evaluation
1	Strategic Planning in Advertising	S	RO	2 + 2	4	Written Exam
2	Consumer Behaviour	S	RO	2+1	4	Oral Exam
3	Advertising Clip	S	RO	1 + 2	5	Continuous Assessment
4	Online Advertising	S	RO	1+2	4	Continuous Assessment
5	Political Advertising	Sub	RO	2+ 1	5	Written E.

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6	Client Service	S	RO	0+2	5	Written exam
OPTIONAL COURSES (1 out of 2)						
7	Negotiation Techniques	S	RO	1 + 1	3	Continuous Assessment
8	History of Advertising	S	RO	1 + 1	3	Continuous Assessment
Total				8 + 12		
				20	30	
Supplementary Courses		Sub		0 + 2	2	Continuous Assessment

Third year of studies (A)
Sixth Semester (14 weeks)

Nr	Study Program	Course Type	Language	Hours per week (course + seminar)	Credits	Evaluation
1	Argumentation Techniques	Sup.	RO	2 + 2	5	Written Exam
2	Advertising Production	S	RO	2 + 2	5	Written Exam
3	Creative Product Presentation Tools	S	RO	1+2	5	Written Exam
4	Project Management in Organizations	S	RO	1 + 2	5	Written Exam
5.	Communication Strategies in PR and in Advertising	S	RO	1 + 2	5	Continuous Assessment
6	Effective Communication Techniques	Sup	RO	1 + 2	5	Continuous Assessment
OPTIONAL COURSES (1 out of 2)						
7	Personal Branding	S	RO	1 + 1	5	Continuous Assessment
8	SEM (Search Engine Marketing)	S	RO	1 + 1	5	Continuous Assessment
Total				9 + 10		
				19	30	
Supplementary Courses		Sup		0 + 2	2	Continuous Assessment

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Optional Courses (J/CPR/A)

Subject	Semester	No. of hours	Credits	Evaluation
Media, Equality of Chances, and Discrimination	II	0+2	2	Continuous Assessment
Advertising Graphics	II	0+2	2	Continuous Assessment
Diction	I and II	1+2	2	Continuous Assessment
Personal Branding	II	0+2	2	Continuous Assessment
New Media, Populism, and Civic Culture	II	0+2	2	Continuous Assessment
Physical Education	I and II	1+1	2	Continuous Assessment