

Bachelor's Degree Programs

Communication and Public Relations (CPR)

F = Fundamental discipline

S = Speciality discipline

Sup. = Supplementary discipline

L= Lecture

S=Seminar

First year of studies (CPR)

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 (CPR)
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.	Marketing	S	RO	2	1	-	2	Written Exam
6.	Communication Strategies in French / English	Sup.	EN, FR	1	1	-	4	Continuous Assessment
7.	PR Worskhop	S	RO	0	2	-	4	Continuous Assessment
8.	Internship (90 hours)	S	RO				3	Continuous Assessment
	Total			10	11	-		
	Total lectures and seminars			21			30	

	Supplementary courses	Sup.	RO	1	1	-	2	Continuous Assessment
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**Second year of studies (CPR)
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	Political Marketing	Sup.	RO	1+1	4	Written exam
7	Writing Techniques in French/English (Public Relations&Advertising)	Sup.	EN/FR	1+1	4	Continuous Assesment
8	Communication Strategies and Techniques in Electoral Campaigns	S	RO	1+2	4	Written exam
				10+13		
	Total			23	30	
	Supplementary courses	Sup.	RO	0 + 2	2	Continuous Assesment

**Second year of studies (CPR)
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.	PR Techniques in TV	S	RO	1+3	4	Written Exam
4.	Research Methods and Methodologies	F	RO	1 + 2	4	Written Exam
5	Writing Techniques in PR	S	RO	2+ 2	5	Written Exam

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6	PR & Advertising Writing Techniques in French/English	S	EN/FR	1 + 1	4	Continuous Assessment
7	Internship (90 hours)		RO		3	Continuous Assessment
OPTIONAL COURSES (1 out of 3)						
8	From idea to business	S	RO	1 + 1	3	Continuous Assessment
9	New social movements and citizens' participation	S	RO	1 + 1	3	Continuous Assessment
10	Frameworks of imaginary	Sup.	RO	1 + 1	3	Continuous Assessment
	Total			10 + 12		
	Total lectures and seminars			22	30	
	Supplementary Courses	Sup.		0 + 2	2	Continuous Assessment

Third year of studies (CPR)

Fifth Semester (14 weeks)

No.	Study Program	Course Type	Language	Hours per week (course + seminar)	Credits	Evaluation
1.	Crisis Management	S	RO	2+2	5	Written Exam
2.	Public Speaking	Sup	RO	1+1	5	Written Exam
3	Corporate Social Responsibility	S	RO	2 + 2	5	Written Exam
4	Communication and Social Change	S	RO	2 + 1	5	Written Exam
5	Organising PR events	S	RO	1+2	5	Written Exam
OPTIONAL COURSES (1 out of 2)						
6	PR in Health Care	S	RO	1 + 1	5	Continuous Assessment

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7	PR in Governemental Institutions	S	RO	1 + 1	5	Continuous Assesment
	Total			9+ 9	30	
	Total lectures and seminars			18		

	Supplementary Courses	Sup		0 + 2	2	Continuous Assesment
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**Third year of studies (CPR)
Sixth Semester (10 weeks)**

No	Study Program	Course Type	Language	Hours per week (course + seminar)	Credits	Evaluation
1.	Argumentation Techniques*	Sup.	RO	2 + 2	5	Written Exam
2.	Social Media	S	RO	2 + 2	5	Written Exam
3.	International Public Relations	S	RO	1+2	5	Written Exam
4.	Project Management in Organizations	Sup.	RO	1 + 2	5	Written Exam
5.	Effective Communication Techniques	Sup.	RO	1 + 2	5	Continuous Assesment
	OPTIONAL COURSES (1 out of 3)					
6	PR for Non-profit Organizations	S	RO	1 + 1	5	Continuous Assesment
7	Communication Strategies in PR	S	RO	1 + 1	5	Continuous Assesment
8	PR Online Campaigns	S	RO	1+1	5	Continuous Assesment
	Total					

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	Supplementary Courses	Sup	RO	0 + 2	2	Continuous Assessment