

FACULTATEA DE JURNALISM ȘI ȘTIINȚELE COMUNICĂRII

Bd. Iuliu Maniu, nr. 1-3, sector 6 | 061071, București, ROMÂNIA

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**University of Bucharest**  
**College of Journalism and Communication Studies**

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**MASTER'S DEGREE CURRICULA**

**THEORIES AND RESEARCH METHODS IN COMMUNICATION STUDIES**

**(M-no 1) in Romanian**

**Semester I**

No.	Subject	Course	Seminar	Credits	Evaluation
1.	Communication studies and performance studies	2	1	7	Written exam
2.	Communication studies and cultural studies	2	1	8	Written exam
3.	Research Methods and Methodologies in Communication Studies	2	2	8	Written exam
4.	Communication Studies and Economic Studies	2	2	7	Written exam
	Credits Total			<b>30</b>	
	Exams Total				

**Semester II**

No.	Subject	Course	Seminar	Credits	Evaluation
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1.	Communication Studies, Sociology, Anthropology	2	2	8	Written exam
2.	Communication studies and language sciences	2	1	8	Written Exam
3.	Communication studies and political sciences	2	2	7	Written Exam
4.	Philosophy of Communication	2	1	7	Written Exam
	Credits Total			<b>30</b>	
	Exams Total				

**Semester III**

No.	Subject	Course	Seminar	Credits	Evaluation
1.	Mass Media and Cultural Industries	2	1	7	Oral evaluation
2.	Research Projects on Text Analysis	1	2	7	Oral Evaluation
3.	Marketing of Electoral Campaigns	2	2	7	Written Exam
4.	Public Relations Campaigns	2	2	8	Written exam
	Credits Total			<b>30</b>	
	Exams Total				

**Semester IV**

No.	Subject	Course	Seminar	Credits	Evaluation
1.	Cultural Journalism	2	1	8	Oral Evaluation
2.	Principles of Effective Communication	2	1	7	Written Exam
3.	Advertising Campaigns	2	2	7	Written Exam
4.	Internship (90 hours)	-	-	8	Oral Evaluation
	Credits Total			<b>30</b>	
	Exams Total				

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**MEDIA MANAGEMENT (M-no 2) in Romanian**

**Semester I**

No.	Subject	Course	Seminar	Credits	Evaluation
1.	General Management	2	1	8	Written Exam
2.	Marketing in Mass media	2	2	7	Continuous Assessment
3.	Leadership and Human Resources Management	2	1	7	Written Exam
4.	Project Management	2	1	8	Continuous Assessment
	Credits Total			<b>30</b>	
	Exams Total				

**Semester II**

No.	Subject	Course	Seminar	Credits	Evaluation
1.	Media Economics	2	2	7	Written Exam
2.	Public Law and Media Legislation	2	2	7	Written Exam
3.	Marketing Online	2	1	8	Continuous Assessment
4.	Media Culture	2	1	8	Continuous Assessment
	Credits Total			<b>30</b>	
	Exams Total				

**Semester III**

No.	Subject	Course	Seminar	Credits	Evaluation
1.	Media Institution Management	2	1	8	Written Exam
2.	Media Discourse	2	2	8	Written Exam
3.	Television Production	1	3	7	Continuous Assessment
4.	Editorial Organization and	2	1	7	Continuous

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	Strategies in the Media				Assessment
	Credits Total			<b>30</b>	
	Exams Total				

**Semester IV**

No.	Subject	Course	Seminar	Credits	Evaluation
1.	Management of Media Companies	2	1	8	Written Exam
2.	Communication Strategies in Media Organizations	2	2	7	Written Exam
3.	Market research for launching media products	1	3	8	Continuous Assessment
4.	Applied/Professional Projects	2	1	7	Continuous Assessment
	Credits Total			<b>30</b>	
	Exams Total				

**MULTIMEDIA AND AUDIOVISUAL PRODUCTION (M-no 3) in Romanian**

**Semester I**

No.	Subject	Course	Seminar	Credits	Evaluation
1.	Online Multimedia Production	2	2	8	Oral Exam
2.	Project Management	2	1	8	Continuous Assessment
3.	Writing for Digital Media	1	3	7	Written Exam
4.	Conducting Research Projects on Digital Media	2	1	7	Written Exam
	Credits Total			<b>30</b>	
	Exams Total				

**Semester II**

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No.	Subject	Course	Seminar	Credits	Evaluation
1.	Digital Image Production	1	3	8	Continuous Assessment
2.	Multimedia Production for Multiple Platforms	2	2	8	Oral Exam
3.	Digital Video Production	0	3	6	Continuous Assessment
4.	Digital Television	2	1	8	Continuous Assessment
	Credits Total			<b>30</b>	
	Exams Total				

**Semester III**

No.	Subject	Course	Seminar	Credits	Evaluation
1.	Video Postproduction	2	2	8	Written Exam
2.	Documentary Film Production	2	2	6	Continuous Assessment
3.	Digital Audio Production	1	2	8	Continuous Assessment
4.	Internet Culture	0	3	8	Continuous Assessment
	Credits Total			<b>30</b>	
	Exams Total				

**Semester IV**

No.	Subject	Course	Seminar	Credits	Evaluation
1.	Animated Compositions	1	3	8	Written Exam
2.	Mediated Communication	2	1	7	Written Exam
3.	Audiovisual and Multimedia Research or Applied Projects	0	3	8	Continuous Assessment
4.	Internship (90hrs)			7	Continuous Assessment
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	Exams Total				

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**COMMUNICATION CAMPAIGNS IN PUBLIC RELATIONS AND ADVERTISING (M-no 4) in  
Romanian**

**Semester I**

No.	Subject	Course	Seminar	Credits	Evaluation
1.	Introduction to advertising creativity	1	2	7	Written Exam
2.	Myths and archetypes in public communication: techniques of symbolic persuasion	2	2	8	Written Exam
3.	Creative Writing	1	2	8	Written Exam
4.	Online Advertising	2	2	7	Written Exam
	Credits Total			<b>30</b>	
	Exams Total				

**Semester II**

No.	Subject	Course	Seminar	Credits	Evaluation
1.	Public Relations for Different Sectors	2	2	8	Written Exam
2.	Strategic Planning in Communication	2	2	8	Written Exam
3.	Media Relations	2	1	7	Written Exam
4.	Media Planning	1	2	7	Written Exam
	Credits Total			<b>30</b>	
	Exams Total				

**Semester III**

No.	Subject	Course	Seminar	Credits	Evaluation
1.	Public Relations Campaigns	2	2	8	Written

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					Exam
2.	Research Projects in Public Relations	2	2	8	Written Exam
3.	Crisis Communication	1	2	7	Oral Exam
4.	Branding	2	1	7	Written Exam
	Credits Total			<b>30</b>	
	Exams Total				

**Semester IV**

Nr.	Subject	Course	Seminar	Credits	Evaluation
1.	Lobby and governmental organizations	1	2	8	Written Exam
2.	Public Communication Techniques	2	1	8	Written Exam
3.	Advertising Campaigns	2	2	7	Oral Exam
4.	Internship (Projects of Advertising Campaign)			7	Oral Exam
	Credits Total			<b>30</b>	
	Exams Total				

**SPECIALIZED JOURNALISM (M-no 5) in Romanian**

**Semester I**

No.	Subject	Course	Seminar	Credits	Evaluation
1.	Sports Journalism	2	1	7	Written Exam
2.	Televised Debates	2	1	8	Written Exam
3.	Press Correspondent	0	3	7	Continuous Assessment
4.	Live Broadcasting	2	1	8	Continuous Assessment
	Credits Total			<b>30</b>	
	Exams Total				

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**Semester II**

No.	Subject	Course	Seminar	Credits	Evaluation
1.	Social Issues Reporting/Journalism	2	2	8	Written Exam
2.	European Journalism	2	2	8	Continuous Assessment
3.	Concept & Design of Publication	2	2	7	Written Exam
4.	Women's Journalism	2	2	7	Written Exam
	Credits Total			<b>30</b>	
	Exams Total				

**Semester III**

No.	Subject	Course	Seminar	Credits	Evaluation
1.	Business Journalism	2	1	8	Written Exam
2.	Sports Journalism	2	1	8	Continuous Assessment
3.	Research Project on Journalism and Communication	2	2	7	Continuous Assessment
4.	Media and Cultural Industries	2	1	7	Oral Exam
	Credits Total			<b>30</b>	
	Exams Total				

**Semester IV**

No.	Subject	Course	Seminar	Credits	Evaluation
1.	Investigative Journalism	2	2	7	Continuous Assessment
2.	Journalism and Protection of Disadvantaged Groups	2	1	8	Written Exam
3.	Cultural Reporting	2	2	8	Written Exam
4.	Production Project (TV/radio broadcast, newspaper, magazine, website) in Specialized Journalism	2	2	7	Continuous Assessment



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	Credits Total			<b>30</b>	
	Exams Total				

**COMMUNICATION AND HUMAN RESOURCES (M- no 6) in Romanian**

**Semester I**

No.	Subject	Course	Seminar	Credits	Evaluation
1.	Branding	2	1	7	Written Exam
2.	Leadership and the Management of Human Resources	2	1	7	Written Exam
3.	Personnel Recruitment and Selection	2	1	8	Written Exam
4.	Communication Ethics in Organizations	2	1	8	Written Exam
	Credits Total			<b>30</b>	
	Exams Total				

**Semester II**

No.	Subject	Course	Seminar	Credits	Evaluation
1.	Human Resources and Internet	2	2	8	Continuous Assessment
2.	Entrepreneurial culture	2	1	8	Written Exam
3.	Principles of Effective Communication	2	2	7	Written Exam
4.	Psycho-sociology of Change in Organizations	2	1	7	Written Exam
	Credits Total			<b>30</b>	
	Exams Total				<b>3 ex. + 1 PE</b>

**Semester III**

No.	Subject	Course	Seminar	Credits	Evaluation
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1.	Evaluation of Employee Performance	2	1	9	Written Exam
2.	Research Project	2	2	9	Written Exam
3.	Introduction to Labour Law	2	2	6	Continuous Assessment
4.	Crisis Management in Organizations	2	1	6	Continuous Assessment
	Credits Total			<b>30</b>	
	Exams Total				

**Semester IV**

No.	Subject	Course	Seminar	Credits	Evaluation
1.	Internal Communication in Organizations	2	1	8	Written Exam
2.	Project Management in Organizations	2	1	7	Written Exam
3.	Negotiation and Conflict Resolution in Organizations	2	1	7	Continuous Assessment
4.	Projects in Human Resources Management	2	1	8	Continuous Assessment
	Credits Total			<b>30</b>	
	Exams Total				

**POLITICAL JOURNALISM (M- no 7) in Romanian**

**Semester I**

No.	Subject	Course	Seminar	Credits	Evaluation
1.	Parties and Systems of Parties/Political Institutions	2	1	7	Written Exam

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2.	Political Journalism	2	2	7	Continuous Assessment
3.	Political Communication	2	1	8	Written Exam
4.	Electoral Campaign and Television	2	2	8	Written Exam
Credits Total				<b>30</b>	

**Semester II**

Nr.	Subject	Course	Seminar	Credits	Evaluation
1.	Gender and Politics	2	2	7	Written Exam
2.	Writing Techniques of Public Discourse	1	2	7	Written Exam
3.	Strategic Planning in Communication	2	2	8	Written Exam
4.	Professional Deontology and Self-Regulation	2	1	8	Written Exam
Credits Total				<b>30</b>	

**Semester III**

Nr.	Subject	Course	Seminar	Credits	Evaluation
1.	Myths and archetypes in public communication: techniques of symbolic persuasion	2	1	8	Written Exam
2.	Research Projects in Journalism and Communication	2	2	8	Oral Exam
3.	Marketing of Electoral Campaigns	2	2	8	Written Exam
4.	Crisis Communication	1	2	7	Oral Exam
Credits Total				<b>30</b>	

**Semester IV**

No.	Subject	Course	Seminar	Credits	Evaluation
1.	Public Communication Techniques	2	2	8	Written Exam
2.	European Journalism	2	2	8	Written Exam

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3.	Public Communication Campaigns	1	2	7	Written Exam
4.	Political Leadership	2	1	7	Oral Exam
Credits Total				<b>30</b>	

**MEDIA, DÉVELOPPEMENT, SOCIÉTÉ (M-no 8)**

**MEDIA, DEVELOPMENT, SOCIETY (M-no 8) in French**

**Semestre I**

No.	Discipline	Cours	Séminaires	Crédits	Evaluation
1.	Communication dans les organisations médias (communication numérique)	2	1	8	Examen écrit
2.	Modernité et développement durable	2	1	6	Examen écrit
3.	La gestion des projets	2	1	8	Examen écrit
5.	Méthodes de recherche dans les sciences de la communication	2	1	8	Examen écrit
Crédits Total				<b>30</b>	
<b>Exams Total</b>					<b>4 ex</b>

**Semestre II**

No.	Discipline	Cours	Séminaires	Crédits	Evaluation
1.	Journalisme et développement durable	2	1	8	Examen écrit
2.	Journalisme civique	2	1	8	Examen écrit
3.	Genre et médias	2	1	6	Examen écrit
4.	Communication politique	2	1	8	Examen écrit
Crédits Total				<b>30</b>	
<b>Exams Total</b>					<b>4 ex</b>

**Semestre III**

No.	Discipline	Cours	Séminaires	Crédits	Evaluation
1.	Globalisation et communication	2	1	8	Examen écrit

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2.	Communication et développement durable (ONG)	2	1	8	Examen écrit
3.	Communication, ressources humaines et leadership	2	1	6	Examen écrit
4.	Nouvelles technologies et pratiques journalistiques	2	1	8	Examen écrit
Crédits Total				<b>30</b>	
<b>Exams Total</b>					<b>4 ex</b>

**Semestre IV**

No.	Discipline	Cours	Sémi- naires	Crédits	Evaluation
1.	Les industries culturelles et les nouvelles technologies	2	1	8	Examen écrit
2.	Anthropologie des médias	2	1	8	Examen écrit
3.	Journalisme spécialisé	2	1	7	Evaluation continue
4.	Conception et réalisation d'un projet de recherche ou d'une campagne de communication	2	1	7	Evaluation continue
Crédits Total				<b>30</b>	
<b>Exams Total</b>					<b>2 ex +2 ev</b>

**MEDIA, COMUNICARE PUBLICĂ ȘI GLOBALIZARE/MEDIA PUBLIC**

**COMMUNICATION AND GLOBALIZATION (M-no 9) in English**

**Ist Year**

**Semester I**

No.	Subject	Course	Seminar	Credits	Evaluation
1	Performance and Creative Communication	2	1	8	Exam
2	Making a professional newspaper in an emerging economy	2	1	8	Exam
3	Communication Ethics	2	1	6	Exam

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4	Critical Media Studies	2	1	6	Exam
TOTAL credits				<b>30</b>	

**Semester II**

No.	Subject	Course	Seminar	Credits	Evaluation
1	Convergent Journalism	2	1	6	Continuous Assessment
2	Effective Communication Issues	2	1	6	Continuous Assessment
3	Qualitative Research in Communication	2	1	6	Exam
4.	New media and (New) Political Communication	2	1	6	Exam
5	Magazine Writing	2	1	6	Continuous Assessment
TOTAL credits				30	

**IInd Year**

**Semester III**

No.	Subject	Course	Seminar	Credits	Evaluation
1	Global Communication and NT	2	1	6	Exam
2	Gender and Politics	2	1	6	Exam
3	Formats of the Televised Electoral Debate	2	1	6	Exam
4	Media Systems and Journalists Culture in Central and Eastern Europe	2	1	6	Exam
5	Media/ Communication Policies	2	1	6	Continuous Assessment
TOTAL credits				30	

**Semester IV**

No.	Subject	Course	Seminar	Credits	Evaluation
1	Web Documentary – Narrative Structures	2	1	8	Exam

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2	Sociology of Entertainment Media	2	1	6	Continuous Assessment
3	Globalization vs. adaptation in communication campaigns	2	2	8	Exam
4	British Documentary	2	1	8	Continuous Assessment
	TOTAL credits			30	