



UNIVERSITATEA „VASILE ALECSANDRI” DIN BACĂU
Facultatea de Litere
Str. Spiru Haret, nr. 8, Bacău, 600114
Tel./ fax ++40-234-588884
www.ub.ro; e-mail: litere@ub.ro



Domain: **Communication Sciences**
Study Programme: **Communication and Public Relations**

Academic year 2023/2024

STRUCTURE OF THE 1ST YEAR OF STUDY

Crt no.	Discipline	Number of credits	Type of evaluation	Semester
1.	Introduction to Communication Sciences	6	E	1
2.	Introduction to advertising	6	E	1
3.	Communication with press	6	E	1
4.	Introduction to information collection techniques	2	E	1
5.	Romanian Culture and Civilization	3	E	1
6.	English language I	3	C	1
7.	French language I	3	C	1
8.	Physical Education	1	V	1
9.	Modern language course - beginners (German, Chinese, Italian, Spanish)	2	V	1
10.	Psychology of education I	5	E	1
11.	Introduction to the Mass-media System	6	E	2
12.	Document Drafting Techniques	6	E	2
13.	Introduction to Public Relations	4	E	2
14.	CSR Campaigns	5	E	2
15.	English language II	4	C	2
16.	French language II	4	C	2
17.	Physical Education	1	V	2
18.	Modern language course - beginners (German, Chinese, Italian, Spanish)	2	V	2
19.	Pedagogy I (Fundamentals of pedagogy + Theory and methodology of the curriculum)	5	E	2

E – examination, C – colloquium, V – check up

Dean,
Assoc. Prof. Brîndușă-Mariana Amălăncei,
PhD

Head of Department,
Assoc. Prof. Luminița Drugă, PhD



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**STRUCTURE OF THE 2ND YEAR
OF STUDY**

Crt no.	Discipline	Number of credits	Type of evaluation	Semester
1.	Ethics	3	E	3
2.	Sectorial Public Relations (economic, tourism, NGO, political, etc.)	4	E	3
3.	Internal communication	4	E	3
4.	Specialized practical training	5	V	3
5.	Media Discourse in French/ English	4	C	3
6.	On-line communication/On-line advertising	4	C	3
7.	Creating a public relations product/Creating a publicity product	6	C	3
8.	Modern language course - beginners (German, Chinese, Italian, Spanish)	2	V	3
9.	Pedagogy II (Theory and methodology of instruction + Theory and methodology of evaluation)	5	E	3
10.	Deontology	5	E	4
11.	Semiotics	5	E	4
12.	Introduction in the methodology of scientific research	3	E	4
13.	Argumentation theory	5	E	4
14.	Specialized practical training	4	V	4
15.	Writing techniques in English/ Writing techniques in French	4	C	4
16.	Globalism and globalization/Web design	4	C	4
17.	Modern language course - beginners (German, Chinese, Italian, Spanish)	2	V	4
18.	Didactics of specialization	5	E	4

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STRUCTURE OF THE 3RD YEAR OF STUDY

Crt no.	Discipline	Number of credits	Type of evaluation	Semester
1.	Research methods in social sciences	4	E	5
2.	Critical thinking	4	E	5
3.	The press and presentness	6	E	5
4.	International public relations	4	E	5
5.	Specialized practical training	3	V	5
6.	Verbal communication in organizations/Crisis Communication	5	C	5
7.	Identity and alterity in public discourse/Advertising message construction	4	C	5
8.	Radio show production	2	V	5
9.	The discourse of news	1	V	5
10.	Computer-assisted instruction	2	C	5
11.	Pedagogical practice in compulsory pre-university education (1)	3	C	5
12.	Organizing events	5	E	6
13.	Drafting Public Relations Materials	5	E	6
14.	Customer relations management	4	E	6
15.	Communication and social change	4	E	6
16.	Entrepreneurship	2	C	6
17.	Safety and protection of users in the digital environment	1	C	6
18.	Nonverbal Communication in the public space/Management of public image	3	C	6
19.	Marketing/On-line Public Relations	3	E	6
20.	Period dedicated to the writing of the BA graduation paper (2 weeks X 30 hours)	3	V	6
21.	TV show production	2	V	6
22.	Management of the class of students	3	E	6



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23.	Pedagogical practice in compulsory pre-university education (2)	2	C	6
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