



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 **2022/2023**

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 (Chinese/German/Italian/Spanish) - elective	2	V	1
10.	Psychology of education I - elective	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 (Chinese/German/Italian/Spanish) - elective	2	V	2
19.	Pedagogy I (Fundamentals of pedagogy + Theory and methodology of the curriculum) - elective	5	E	2

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

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

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



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 2022/2023

**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 – optional OD1	4	C	3
6.	On-line communication/On-line advertising – optional OD2	4	C	3
7.	Creating a public relations product/Creating a publicity product – optional OD3	6	C	3
8.	Modern language course - beginners (Chinese/German/Italian/Spanish) - elective	2	V	3
9.	Pedagogy II (Theory and methodology of instruction + Theory and methodology of evaluation) - elective	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 – optional OD4	4	C	4
16.	Globalism and globalization/Web design-optional OD5	4	C	4
17.	Modern language course - beginners (Chinese/German/Italian/Spanish) - elective	2	V	4
18.	Didactics of specialization - elective	5	E	4

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

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

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



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 **2022/2023**

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	6
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 – optional OD1	5	C	5
7.	Identity and alterity in public discourse/Message construction – optional OD2	4	C	5
8.	Radio show production – elective	2	V	5
9.	The discourse of news - elective	1	V	1
10.	Computer assisted training - elective	2	C	5
11.	Pedagogical practice - pre-university teaching (1) - elective	3	C	5
12.	Organizing events	5	E	5
13.	Drafting Public Relations Materials	5	E	6
14.	Customer relations management	4	E	6
15.	Communication and social change	5	E	6
16.	Entrepreneurship	2	C	6
17.	Nonverbal Communication in the public space/Management of public image – optional OD3	3	C	6
18.	Marketing/On-line Public Relations – optional OD4	3	C	6
19.	Period dedicated to the writing of the BA graduation paper (2 weeks X 30 hours)	3	V	6
20.	TV show production – elective	2	V	6
21.	Class management - elective	3	E	6
22.	Pedagogical practice - pre-university teaching (2) - elective	2	C	6

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

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

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



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

