

# ECOLOGICAL UNIVERSITY OF BUCHAREST

## FACULTY OF COMMUNICATION SCIENCES

Fundamental domain: Social sciences

Field of study: Communication Sciences

Program of study: Communication and public relations

### COURSE CATALOGUE

| 1 <sup>st</sup> semester |   |      |
|--------------------------|---|------|
| Course Code              | Mandatory courses                           | ECTS |
| SSSC201101 DF            | <i>Introduction in communication theory</i> | 5    |
| SSSC201102 DD            | <i>Protocol and organisation of events</i>  | 5    |
| SSSC201103 DF            | <i>Critical Thinking</i>                    | 5    |
| SSSC201104 DC            | <i>Introduction to Sociology</i>            | 4    |
| SSSC201105 DF            | <i>Rhetorics and argumentation</i>          | 4    |
| SSSC201106 DC            | <i>Conversational strategies in English</i> | 3    |
| SSSC201107 DF            | <i>History of Communication</i>             | 4    |

| 2 <sup>nd</sup> semester |  |      |
|--------------------------|--|------|
| Course Code              | Mandatory courses                                    | ECTS |
| SSSC201208 DF            | <i>Fundamentals of the Mass Media System</i>         | 6    |
| SSSC201209 DF            | <i>Introduction to Public Relations</i>              | 5    |
| SSSC201210 DD            | <i>Multimedia</i>                                    | 5    |
| SSSC201211 DD            | <i>Wording techniques</i>                            | 5    |
| SSSC201212 DF            | <i>Law and civic responsibility in communication</i> | 3    |
| SSSC201213 DC            | <i>Conversational strategies in English</i>          | 3    |
|                          | <b>Optional Courses</b>                              |      |
| SSSC181214 DC            | <i>Civil Society and democratization</i>             | 3    |
| SSSC201215 DC            | <i>Ethics and Academic integrity</i>                 | 3    |
| SSSC201216 DC            | <i>Social psychology</i>                             | 3    |
| SSSC201217 DC            | <i>European System of human rights</i>               | 3    |
| SSSC201218 DC            | <i>Interpersonal communication</i>                   | 3    |
|                          | <b>One course will be chosen</b>                     |      |

| 3 <sup>rd</sup> semester |   |      |
|--------------------------|---|------|
| Course Code              | Mandatory courses   | ECTS |
| SSSC202317 DF            | <i>Introduction to advertising</i>                                | 5    |
| SSSC202318 DS            | <i>Strategies and techniques in Public Relations</i>              | 5    |
| SSSC202319 DS            | <i>Elaboration of a PR product by means of digital techniques</i> | 5    |
| SSSC202320 DC            | <i>Physical education I</i>                                       | 3    |
|                          | <b>Optional Courses</b>   |      |
| SSSC202321 DS            | <i>Public relations in the international environment</i>          | 4    |
| SSSC202322 DS            | <i>Communication Scociology</i>                                   | 4    |
| SSSC202323 DS            | <i>Non verbal communication</i>                                   | 4    |
| SSSC202324 DS            | <i>Negotiations techniques</i>                                    | 4    |
| SSSC202325 DS            | <i>Advertising campaigns</i>                                      | 4    |
|                          | <b>3 optional courses will be chosen</b>                          |      |