

## DISCIPLINE DESCRIPTION

### 1. Information regarding the Programme

1.1 Higher education institution	Babeş-Bolyai University
1.2 Faculty	Faculty of Political, Administrative and Communication Sciences
1.3 Department	Department of Communication, Public Relations and Advertising
1.4 Field of Study	Communication Science
1.5 Level of Study	Master
1.6 Study Program / Qualification	Public Relations and Advertising, English Line of Study
1.7. Form of Education	Full time

### 2. Information About the Discipline

2.1. Discipline Title	<b>PR Practice</b>				Discipline Code	<b>UME5315</b>		
2.2. Course Lecturer	-							
2.3. Seminar Assistant	Lector dr. Meda Mucundorfeanu							
2.4. Year of Study	II	2.5. Semester	III	2.6. Evaluation Type	C	2.7. Discipline Type	Content	DS
							Compulsoriness	DO

### 3. Total estimated time (hours of didactic activities per semester)

3.1. Number of Hours Per Week – Full Time Studies	2	of which: 3.2 course	0	3.3. seminar/laboratory/ project	2
3.4. Number of Credits	3				

### 4. Prerequisites (where applicable)

4.1. based on the curriculum	
4.2. based on competences	

### 5. Conditions (where applicable)

5.1. for the course	
5.2. for the seminar/laboratory	

### 6. Accumulated Specific Competencies

Professional competencies	<ul style="list-style-type: none"> <li>• Writing and text production</li> <li>• Creating specific advertising materials, products and campaigns</li> </ul>
Transversal competencies	<ul style="list-style-type: none"> <li>• Communication skills</li> <li>• Critical thinking</li> <li>• Capacity of debating and of presenting arguments</li> <li>• Capacity of predicting</li> <li>• Capacity of analysis</li> </ul>

### 7. Discipline Objectives (from the accumulated competencies grid)

7.1. General Objective	Students will use their theoretical knowledge with real clients.
7.2. Specific Objectives	Understanding the work flow of an advertising or PR agency. Creating advertising products, materials and campaigns. Learning how to interact with real clients and solve project-based problems.

**8. Contents**

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**9. The corroboration of discipline contents with the expectations of epistemic community representatives, professional associations and representative employers in the study program's corresponding field**

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**10. . Evaluation**

Type of activity	10.1 Evaluation Criteria	10.2 Evaluation Methods	10.3 Weight in Final Mark
<b>10.4. Course</b>			
<b>10.5. Seminar/ Laboratory</b>	Elaboration of an internship project	Presentation of the project	100%
<b>10.6. Minimum Performance Standard</b>			
At the end of the course, each student will have completed an internship of minimum 40 hours.			

Course Lecturer, name surname and signature  
Meda Mucundorfeanu



Prof. univ. dr. Ioan Hosu, Head of DCRPP,

*Date:*

September 2017



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