

DISCIPLINE DESCRIPTION

1. Information about the program

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

2. Information about the discipline

2.1 Discipline title	RESEARCH SEMINARY IN PR AND ADVERTISING (UME5417)						
2.2 Course lecturer	Assoc. Prof. Ioana Iancu PhD						
2.3 Seminar assistant	Assoc. Prof. Ioana Iancu PhD						
2.4 Year of study	2	2.5 Semester	2	2.6. Evaluation type	Colloquium	2.7 Discipline type	Mandatory

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

3.1 Number of hours per week	4	of which: 3.2 course	0	3.3 seminar/laboratory	4
3.4 Total hours in the study plan	48	of which: 3.5 course	0	3.6 seminar/laboratory	48
Time distribution:					hrs
Studying the manual, course reader, bibliography and notes:					10
Supplementary documentation in the library, on electronic platforms and in the field:					5
Preparing seminars/laboratories, homework, syntheses, portfolios and essays:					5
Tutorials					2
Examinations					
Other activities:					
3.7 Total hours of individual study	26				
3.8 Total hours per semester	74				
3.9 Number of credits	7				

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"> • Defining the research methods (quantitative and qualitative) used within the public relations and advertising domains. • Explaining the rules for creating a professional literature review. • Explaining the research design. • Analyzing the data. • Developing the capacity of creating empirical projects. • Linking creativity with advertising and PR strategy
Transversal competencies	<ul style="list-style-type: none"> • Communication skills • Critical thinking • Capacity of debating and on presenting arguments • Capacity of predicting • Capacity of analysis

7. Discipline objectives (from the accumulated competencies grid)

7.1 General objective	<ul style="list-style-type: none"> • By attending this seminar, students will acquire basic knowledge and skills about how to conduct a comprehensive advertising or PR strategic plan by using research methods. Using this knowledge, they will be able to apply it into any communication field.
7.2 Specific objectives	<ul style="list-style-type: none"> • Developing a specialized language • Developing critical thinking and the capacity to develop specialized studies • Understanding the research methods and their purposes • Learning to create a literature review • Learning to create a complex empirical research

8. Contents

8.1 Seminar	Teaching methods	Observations
1. Discussing general aspects regarding the MA thesis	Oral presentation and discussions	
2. Choosing a relevant topic for the research	Oral presentation and discussions	
3. Developing the proper methodological design	Oral presentation and discussions	
4. Developing the proper literature review	Oral presentation and discussions	
5. Discussions on the individual projects	Oral presentation and discussions	
6. Discussions on the individual projects	Oral presentation and discussions	
7. Discussions on the individual projects	Oral presentation and discussions	
8. Discussions on the individual projects	Oral presentation and discussions	
9. Discussions on the individual projects	Oral presentation and discussions	
10. Discussions on the individual projects	Oral presentation and	

	discussions	
11. Discussions on the individual projects	Oral presentation and discussions	
12. Discussions on the individual projects	Oral presentation and discussions	

Bibliography:

Franses, Philip Hans, Richard Paap, Quantitative Models in Marketing Research, Cambridge University Press, 2004.
 Malhotra, Naresh K. (Ed.), Review of Marketing Research, Vol. 2, M.E. Sharpe, 2006.
 Moisander, Johanna and Anu Valtonen, Qualitative Marketing Research. A Cultural Approach, Sage Publication, 2006.
 Okazaki, Shintaro (Ed.), Advances in Advertising Research. Breaking New Ground in Theory and Practice, Vol. II, Gabler, 2011.
 Rugg, Gordon and Marian Petre. A Gentle Guide to Research Methods. Open University Press, Berkshire, 2007.
 Shukla, Paurav, Marketing Research, Ventus Publishing, 2008.

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
10.4 Course			
10.5 Seminar/laboratory	Evaluation of the acquired knowledge and the use of the specific terminology	Project	100%
10.6 Minimum performance standard			
At the end of the semester, students should know details on each research method and how to apply them. Moreover, they should be capable to develop a comprehensive literature review and a methodological design.			

Date
September 2017

Course lecturer signature
Assoc. Prof. Ioana Iancu PhD

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Seminar assistant signature
Assoc. Prof. Ioana Iancu PhD

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Date of approval in the Department

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Head of department's signature
Prof. Ioan Hosu

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