

SYLLABUS

1. Information regarding the programme

1.1 Higher education institution	BABEȘ-BOLYAI UNIVERSITY	
1.2 Faculty	FACULTY OF POLITICAL, ADMINISTRATIVE AND COMMUNICATION SCIENCES	
1.3 Department	COMMUNICATION, PR AND ADVERTISING DEPARTMENT	
1.4 Field of study	COMMUNICATION SCIENCES	
1.5 Study cycle	MASTER	
1.6 Study programme / Qualification	PR AND ADVERTISING	

2. Information regarding the discipline

2.1 Name of the discipline	Social Psychology				
2.2 Course coordinator	Anisoara Pavelea				
2.3 Seminar coordinator	Anisoara Pavelea				
2.4. Year of study	2.5 Semester	2.6. Type of evaluation		2.7 Type of discipline	compulsory

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

3.1 Hours per week	3	Of which: 3.2 course	2	3.3 seminar/laboratory	1
3.4 Total hours in the curriculum	42	Of which: 3.5 course	28	3.6 seminar/laboratory	14
Time allotment:					hours
Learning using manual, course support, bibliography, course notes					15
Additional documentation (in libraries, on electronic platforms, field documentation)					12
Preparation for seminars/labs, homework, papers, portfolios and essays					15
Tutorship					
Evaluations					
Other activities:					
3.7 Total individual study hours					42
3.8 Total hours per semester					84
3.9 Number of ECTS credits					

4. Prerequisites (if necessary)

4.1. curriculum	•
4.2. competencies	•

5. Conditions (if necessary)

5.1. for the course	•
5.2. for the seminar /lab activities	•

6. Specific competencies acquired

Professional competencies	<p>C1 Identifying, understanding and describing main concepts, theories and methods in the field of social psychology</p> <p>C2 Using basic knowledge to explain and interpret various concepts, situations, projects, processes etc. in social psychology</p> <p>C3 Applying evaluation criteria, methods and models used in information management</p> <p>C4 Elaborating professional research projects using social psychological principles and methods</p> <p>C5 Approaching realistically, both theoretically, and empirically, complex problems</p>
Transversal competencies	<p>CT1 Applying efficient team work techniques in multidisciplinary teams</p> <p>CT2 Using ICT to search and verify information</p> <p>CT3 Applying the principles of ethics and ethical standards regarding</p> <p>CT4 Respecting diversity and multicultural environments</p> <p>CT5 Developing an open attitude towards life-long learning</p>

7. Objectives of the discipline (outcome of the acquired competencies)

7.1 General objective of the discipline	<ul style="list-style-type: none"> Acquiring basic knowledge and skills in social psychology
7.2 Specific objective of the discipline	<ul style="list-style-type: none"> Familiarizing with main social psychology theories Developing practical skills for conducting research Understanding groups processes Identifying main persuasion and manipulation techniques

8. Content

8.1 Course	Teaching methods	Remarks
1. Understanding social behaviour	Video Interactive presentation Debate	Students are required to read the compulsory literature indicated in the syllabus.
2. What is social psychology?	Interactive presentation Debate	Students are required to read the compulsory literature indicated in the syllabus.
3. The social self	Interactive presentation Debate	Students are required to read the compulsory literature indicated in the syllabus.

4. Social perception	Interactive presentation Debate	Students are required to read the compulsory literature indicated in the syllabus.
5. Stereotypes, prejudice and discrimination	Interactive presentation Debate	Students are required to read the compulsory literature indicated in the syllabus.
6. Persuasion and attitudes change	Interactive presentation Debate	Students are required to read the compulsory literature indicated in the syllabus.
7. Conformity	Interactive presentation Debate	Students are required to read the compulsory literature indicated in the syllabus.
8. Group processes I	Interactive presentation Debate	Students are required to read the compulsory literature indicated in the syllabus.
9. Group processes II	Interactive presentation Debate	Students are required to read the compulsory literature indicated in the syllabus.
10. Attraction and close relationships	Interactive presentation Debate	Students are required to read the compulsory literature indicated in the syllabus.
11. Helping others	Interactive presentation Debate	Students are required to read the compulsory literature indicated in the syllabus.
12. Aggression	Interactive presentation Debate	Students are required to read the compulsory literature indicated in the syllabus.
13. Recap	Debate	Students are required to read the compulsory literature indicated in the syllabus.
14. Colloquium	Presentations Discussion	Feedback session

Bibliography:

Kenneth S. Bordens & Irwin A. Horowitz (2008). *Social Psychology*, 3rd edition, Freeload Press
 Douglas T. Kenrick, Steven L. Neuberg & Robert B. Cialdini (2006). *Introduction to Social Psychology. Goals in interaction*, 4th edition, Allyn & Bacon
 Robert A. Baron, Nyla S. Brascombe & Don Byrne (2011). *Social Psychology*, 13th edition, Perason Education Inc.
 Saul Kassim, Steven Fein & Hazel Rose Markus (2011). *Social Psychology*, 8th edition, Wadsworth
 David G. Myers (2010). *Social Psychology*, 10th edition, Worth Publishers

8.2 Seminar / laboratory	Teaching methods	Remarks
1. Social psychology research methods	Group discussion	Students are required to read the compulsory literature indicated in the syllabus.
2. Verbal and nonverbal communication	Role-play, problem solving, debate, exercise, mime	Students are required to read the compulsory literature indicated in the syllabus.
3. Social perception	Debate, team-play	Students are required to read the compulsory literature indicated in the syllabus.
4. Stereotype, prejudice and discrimination	Multimedia, role-play, discussion	Students are required to read the compulsory literature indicated in the syllabus.
5. Persuasion techniques	Exercise, case study, debate	Students are required to read the compulsory literature indicated in the syllabus.
6. Groups	Team work, problem solving	Students are required to read the compulsory literature indicated in the syllabus.
7. Interpersonal attraction and close relationships	Public cafe	Students are required to read the compulsory literature indicated in the syllabus.

Bibliography

Kenneth S. Bordens & Irwin A. Horowitz (2008). *Social Psychology*, 3rd edition, Freeload Press
 Douglas T. Kenrick, Steven L. Neuberg & Robert B. Cialdini (2006). *Introduction to Social Psychology. Goals in interaction*, 4th edition, Allyn & Bacon
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9. Corroborating the content of the discipline with the expectations of the epistemic community, professional associations and representative employers within the field of the program

The course content is consistent with what is done in other universities in the country and abroad.

10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Share in the grade (%)
10.4 Course	Assimilation of knowledge and use of basic concepts	Oral examination	50%
10.5 Seminar/lab activities	Participation in weekly activities	Observation and Attendance /Activity Participation lists	25%
	Assimilation of knowledge and use of basic concepts	Research paper	25%
10.6 Minimum performance standards			
<ul style="list-style-type: none"> ➤ Analysis and synthesis capacity. ➤ Basic knowledge in social psychology. ➤ Ability to operate correctly and appropriately with the concepts and methodology of scientific research. ➤ Appropriate use of bibliographic resources 			

Date


Signature of course coordinator

Signature of seminar coordinator

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Date of approval

Signature of the head of department

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