



# Meda Mucundorfeanu

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## ABOUT ME

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Assoc. Prof. Meda Mucundorfeanu, PhD  
Department of Communication, PR and Advertising de Comunicare, German study line  
Faculty of Political, Administrative and Communication Sciences  
Babeş-Bolyai University  
Cluj-Napoca, Romania

## WORK EXPERIENCE

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### PhD Supervisor

*Doctoral School Communication, PR and Advertising, Universitatea Babeş-Bolyai* [ 2023 – Current ]

City: Cluj-Napoca

Country: Romania

PhD Theses Coordination

### Associate Professor

*Faculty of Political, Administrative and Communication Sciences, Babeş-Bolyai University* [ 2023 – Current ]

City: Cluj-Napoca

Country: Romania

Name of unit or department: Department of Communication, PR and Advertising, German study line

Teaching and research activity

### Communication Consultant

*Department of Communication and Public Relations, Babeş-Bolyai University* [ 2020 – Current ]

City: Cluj-Napoca

Country: Romania

Advising the vice-rector responsible for the German study line of the Babeş-Bolyai University on communication issues

### Translator and Interpreter

[ 2008 – Current ]

Translator and interpreter authorized by the Ministry of Justice for the German and English language

### University Lecturer

*Faculty of Political, Administrative and Communication Sciences, Babeş-Bolyai University* [ 2014 – 2023 ]

City: Cluj-Napoca

Country: Romania

Name of unit or department: Department of Communication, PR and Advertising, German study line

Teaching and Research Activity

### **Associate teaching staff**

*Faculty of Letters, Babeş-Bolyai University* [ 2013 – 2014 ]

City: Cluj-Napoca

Country: Romania

Name of unit or department: Department of Applied Modern Languages

Didactic activity

### **Teaching Assistant**

*Faculty of Political, Administrative and Communication Sciences, Babeş-Bolyai University* [ 2009 – 2014 ]

City: Cluj-Napoca

Country: Romania

Name of unit or department: Department of Communication, PR and Advertising, German study line

Didactic and research activity

## **EDUCATION AND TRAINING**

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### **Master's Degree in European Affairs and Program Management**

*Faculty of International Relations and European Studies, Babeş-Bolyai University* [ 2013 – 2015 ]

Address: Cluj-Napoca (Romania)

### **PhD in Modern History**

*Faculty of History and Philosophy, Babeş-Bolyai University* [ 2009 – 2013 ]

Address: Cluj-Napoca (Romania)

### **Master's Degree in Advertising**

*Faculty of Political, Administrative and Communication Sciences, Babeş-Bolyai University* [ 2009 – 2011 ]

Address: Cluj-Napoca (Romania)

### **Graduate Diploma in Pedagogy**

*Department for the training of teaching staff, Babeş-Bolyai University* [ 2009 – 2010 ]

Address: Cluj-Napoca (Romania)

### **Bachelor's Degree in Philology**

*Facultatea of Letters, Babeş-Bolyai University* [ 2004 – 2008 ]

Address: Cluj-Napoca (Romania)

### **Bachelor's Degree in Communication Sciences**

*Faculty of Political, Administrative and Communication Sciences, Babeş-Bolyai University* [ 2004 – 2008 ]

Address: Cluj-Napoca (Romania)

### **High School Graduation Diploma**

*Theoretical High School „Joseph Haltrich”* [ 2000 – 2004 ]

Address: Sighișoara (Romania)

## **LANGUAGE SKILLS**

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Mother tongue(s): **Romanian**

## Other language(s):

### German

LISTENING C2 READING C2 WRITING C2

SPOKEN PRODUCTION C2 SPOKEN INTERACTION C2

### English

LISTENING C1 READING C1 WRITING C1

SPOKEN PRODUCTION C1 SPOKEN INTERACTION C1

## NETWORKS AND MEMBERSHIPS

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### Member

[ The editorial board of the scientific publication Journal of Media Research, 2010 – Current ]

### Member

[ American Academy of Advertising, 2020 – Current ]

### Member

[ International Communication Association, 2023 – Current ]

## HONOURS AND AWARDS

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### Bologna Award for Teaching Performance

National Alliance of Student Organizations from Romania (ANOSR) [ 2015 ]

## DIDACTIC ACTIVITY

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### Courses held at Bachelor's level

Research Methods in Communication Sciences

Advertising Research

Branding

Copywriting

Promotion Strategies in the Political Field

Introduction to Political Science

### Courses held at Master's level

Research Methods in Advertising and Public Relations

Types of Advertising Discourse

Brand Communication

## INTERNATIONAL ACTIVITY

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### Visiting Professor at the University of Applied Sciences Mittweida, Germany

[ 2009 – Current ]

Teaching, including student assessment for the courses: Medienwissenschaft, Einführung in die Kommunikationswissenschaft, Forschungsmethoden, International Media Language