

Institutional Communication

1. Admission Requirements:

• Prerequisites:

- Successful completion of high school studies and obtaining a baccalaureate degree or equivalent.
- Non-EU Citizens - Contingent upon the presentation of the Graduation Certificate from the preparatory year (excluding those who have completed their previous studies in the Romanian language) and obtaining the Letter of Acceptance issued by the Ministry of Education.
- EU Citizens + Swiss Confederation - Contingent upon the presentation of the Graduation Certificate from the preparatory year (excluding those who have completed their previous studies in the Romanian language) and the recognition of their studies by the National Centre for Recognition and Equivalence of Diplomas (CNRED).

• Entrance Exams:

The admission average for registered candidates is determined by:

- The average score of the bachelor's exam or an equivalent exam, with a weight of 50%.
- The grade achieved during the professional interview, also carrying a weight of 50%.

2. Degree Levels:

- Master's Degree: 2-years program following a bachelor's degree.

3. Curriculum:

• Core Courses:

Mandatory courses that all students in the program must take:

- Institutional communication
- Organisational sociology
- Institutional promotion strategies
- Institutional leadership
- Applied public relations. Non-governmental institutions
- Management of crisis communication
- Rhetoric and public speech
- Applied public relations. Administrative institutions

• Electives:

- Applied Public Relations: Non-Governmental Institutions
- Applied Public Relations: Cultural Institutions
- Applied Public Relations: Political Institutions
- Applied Public Relations: Administrative Institutions

• Major/Concentration:

- This master's programme offers to those interested the opportunity to deepen the knowledge of communication mechanisms at institutional and organizational level. The curriculum is designed in such a way as to ensure

the communication skills needed both in public and non-governmental institutions and private ones, thus offering a solid theoretical openness, which allows graduates to understand the subtle strategies of the internal communication within organisations, and to design messages promoting the organisation's image or messages of public interest.

- This master's programme comes with a strong applied dimension and is designed in close connection with the requirements and trends of the labour market. The courses are taught by experienced professors in the field of public communication and mass-media. The courses offer an optimal professional openness for the consolidation and improvement of previously acquired knowledge, but also for the nuanced understanding of the different communication situations by applying qualitative and quantitative methods. During the seminars, the students have the opportunity to explore the problematic aspects of the institutional communication, the practical solutions for counselling and consultancy adjusted for the debated case studies.
- By applying for jobs such as public relations specialist, lobby activities specialist, spokesperson, the future specialists in institutional communication will be able to manage successfully counselling activities within organizations, they will be able to solve internal crises by the use of dialogue and negotiation, create proper communication channels between departments, and design and implement external communication strategies, draw up impact messages for a various public, ensuring its visibility.

• **General Education Requirements:**

- Successfully fulfilling mandatory and optional courses and seminars, actively participating in research within student circles, and contributing to scientific conferences.

4. **Credits:**

- Each semester carries a weight of 30 ECTS, with a total of 120 ECTS required for graduation.

5. **Internships and Practical Experience:**

- Opportunities for internships or hands-on experience in institutional communication.

6. **Research Requirements:**

- Compilation of the Master's Dissertation Thesis.

7. **Academic Advising:**

- The study program is overseen by a tutor, and the preparation of the Master's Dissertation Thesis is conducted under the guidance of a scientific supervisor.

8. **Extracurricular Activities:**

- Students may have the option to participate in clubs, organizations, or extracurricular activities related to their field of study or personal interests.

9. **Examinations:**

- Didactic activities will span 14 weeks during each semester and conclude with oral, written, or practical examinations. Successful completion of these exams is mandatory to earn study credits.

10. Dissertation Defense:

The prerequisites for defending a dissertation before a committee include:

- Attainment of 120 ECTS credits throughout the program.

11. Graduation Requirements:

- Graduation necessitates the fulfillment of all program requirements, encompassing the completion of the required credit hours and the successful defense of the dissertation.

12. Degree Awarding:

- Master's degree in Institutional Communication.