



ULBS

Universitatea "Lucian Blaga" din Sibiu

Ministerul Educației și Cercetării Științifice

Universitatea "Lucian Blaga" din Sibiu
Facultatea de Științe Socio-Umane

PR Management

1st YEAR

No.	Subject	No. hours		Evaluation Form	No. of ECTS credits	Sem.
		C	S, L			
1.	Targeting Research Techniques in Public Relations	2	1	E	7	I
2.	PR Agencies	2	2	E	8	I
3.	Leadship and Negociation	1	1	E	5	I
4.	Image of Organizations Analysis	2	1	E	7	I
5.	Design Software for Public Relations	1	1	E	5	II
6.	Organizational Management	1	1	E	5	II
7.	Advertising Techniques and Features in Public Relations	2	1	E	5	II
8.	Features and Up/to/date PR Techniques, Organizational Publications	2	1	E	6	II
9.	Language and Public Communication	1	1	C	6	II
10.	Internship	-	2	C	3	I
11.	Internship	-	2	C	3	II

2nd YEAR

No.	Subject	No. hours		Evaluation Form	No. of ECTS credits	Sem.
		C	S, L			
1.	Crisis Management	2	1	E	7	I
2.	Resourrces Management for PR	2	1	E	7	I
3.	Management of cultural features and departmens	2	1	E	7	I
4.	PR Strategies and Technuiques for election campaigns	2	1	E	7	I
5.	Tutorial on how to write the dissertation process	-	2	C	2	I
6.	Tutorial on how to write the dissertation process	-	2	C	6	II
7.	Multimedia Features for PR	2	2	C	8	II
8.	Event Communication. Fairs and Exhibitions	2	2	E	8	II
9.	PR and Institutional Communication	2	2	E	8	II