

**ULBS**

Universitatea "Lucian Blaga" din Sibiu

Ministerul Educației și Cercetării Științifice

Universitatea "Lucian Blaga" din Sibiu  
Facultatea de Științe Socio-Umane**Advertising and Brand****1<sup>st</sup> YEAR**

No.	Subject	No. hours		Evaluation Form	No. of ECTS credits	Sem.
		C	S, L			
1.	The Organisation of an Advertising Agency	1	1	E	5	I
2.	Visualization in Advertising	1	1	C	5	I
3.	The Strategic Management of an Entity	2	-	E	5	I
4.	Symbolic Communication and the Advertising Phenomenon	2	1	E	5	I
5.	Advertising Critique	1	1	C	5	I
6.	The Analysis of the Advertising Discourse	2	1	C	5	I
7.	Rhetoric of Advertising and Persuasion	2	1	E	6	II
8.	Visual Identity of an Entity - workshop	1	2	C	6	II
9.	Political Communication and Advertising	2	1	E	6	II
10.	Copywriting	1	1	E	6	II
11.	Outlines of Advertising Design	1	2	C	6	II

**2<sup>nd</sup> YEAR**

No.	Subject	No. hours		Evaluation Form	No. of ECTS credits	Sem.
		C	S, L			
1.	Brand Strategies	1	1	E	6	I
2.	Administration of Brand Portofolio	2	1	E	6	I
3.	Techniques of Brand Analysis and Evaluation	1	2	E	6	I
4.	Organisation's Image in Mass Media	2	1	C	6	I
5.	Corporate Social Responsibility: Campaigns	2	1	C	6	I
6.	Brands and Consumer's Behaviour	2	1	E	5	II
7.	Online Advertising	-	2	C	5	II
8.	Research Techniques in Advertising	-	2	C	5	II
9.	Tutorial on how to write the dissertation paper	-	2	E	5	II
10.	Applied Branding and Rebranding	-	2	C	5	II
11.	The Communication Campaign	2	1	E	5	II