UNIVERSITATEA „POLITEHNICA" DIN TIMIŞOARA
FACULTATEA DE ŞTIINŢE ALE COMUNICĂRII
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Competencies and Knowledge of the Master's Degree Program „Communication, Public Relations and Digital Media" Graduate

Professional competencies

- Knowledge and correct application of the theoretical, conceptual notions and of the fundamental practice that is specific to the field and specialization of the master's cycle;
- Use of the electronic and computer technology equipment in order to analyze, process and interpret the information from digital images, telecommunications systems and signals;
- Construction and use of an analytical interdisciplinary instrument in order to correctly and adequately define, produce and evaluate the public relations events and communication products;
- Use of the information systems and of the data collecting, processing, managing systems in order to solve problems and to creatively apply them in accordance with the situation of communication and its final goal;
- Analysis, processing and rendering of data in digital form.

Transversal competencies

- Development of the capacity to inter-relate, co-work, team-work and cooperate in the real and digital media;
- Development of the synthetic, compartive and critical thinking, of the capacity to adapt and communicate under new circumstances;
- Demonstration of the organizational, managing, innovative and research skills as well as of the ability to undertake an initiative and to identify the learning and continuous training needs.

Complementary competencies

- Pertinent and constructive association of information and practices from two different fields (communication and telecommunications technologies);
- Correct and adequate selection, adaptation, management and application of the transdisciplinary investigating system in order to inovatively and efficiently solve field-specific problems;
- Finding some successful innovative technological solutions in various situations of communication.