

COMPETENCES OF UPT GRADUATE IN:

Fundamental domain: *Social Sciences*

Master's degree study programme:

COMMUNICATION, PUBLIC RELATIONS AND DIGITAL MEDIA

(Master's study field: Communication Sciences)

Nr. crt.	COMPETENCES
	PROFESSIONAL COMPETENCES
C1	Identification and proper use of the theoretical knowledge and fundamental practices specific to the domain and to the specialization of the MSc programme
C2	Deployment of the electronic and technical calculus equipment for the analysis, processing and interpretation of information in telecommunications systems and signals, including digital images
C3	Development and deployment of an interdisciplinary analytic set of tools for the proper identification, production and evaluation of the communication events and products in the field of PR
C4	Deployment of information networks and of data collection, processing and management systems for problem solving and creative applications, in accord with the communication situation
C5	Analysis, processing and interpretation of digital data
	TRANSVERSAL COMPETENCES
C1	Development of networking, cooperation, teamwork and interdisciplinary cooperation skills specific to traditional and digital media
C2	Development of synthetic, comparative and critical thinking, and of adaptability and communication skills to tackle new situations
C3	Development of management and organizational skills, of innovation and research skills, and of the ability to take initiative and to identify one's lifelong learning needs
	ADDITIONAL COMPETENCES
C1	Pertinent and proficient association of information and practices from two different domains (communication and telecommunications technologies)
C2	Proper selection, adaptation, management and application of the transdisciplinary investigative system for innovative and effective problem-solving
C3	Providing innovative technological solutions to ensure effective communication