

(cf. RNCIS: [http://www.rncis.ro/portal/page?\\_pageid=117,70218&\\_dad=portal&\\_schema=PORTAL](http://www.rncis.ro/portal/page?_pageid=117,70218&_dad=portal&_schema=PORTAL))

### Title and name of qualification

<b>Graduation title</b>	Degree in Communication Sciences				
<b>Name of qualification</b>	<b>Communication and public relations</b>	Qualification code	<b>L40301006020</b>	Contact person	Contact ACPART - ACPART

### Identification elements related to qualification

<b>Education level:</b>	Bachelor Studies
<b>Fundamental domain of study:</b>	Social sciences
<b>Branch of science:</b>	Communication sciences
<b>Domain-based ranking:</b>	Communication sciences
<b>Domain of study:</b>	Communication sciences
<b>Study programme:</b>	Communication and public relations
<b>Total number of credits:</b>	180
<b>Length of study:</b>	3 years
<b>Prerequisites:</b>	
<b>Details:</b>	

### Summary of qualification

#### Professional competences:

Identification and proper use of special language, methodologies and specialised knowledge in communication sciences
Use of the new information and communication technologies
Identification and adequate use of communication strategies, methods and techniques in the PR process
Creation and promotion of a PR product
Specialised assistance in managing crisis communication and/or communication conflicts
Professional and institutional communication, analysis and evaluation of effective communication in English, French and German
Cultural and linguistic mediation in English, French and German

#### Cross- disciplinary competences:

Realistic management of common professional tasks/challenges (based on both theoretical and practical argumentation) and their corresponding effective and deontological solutions
Application of multidisciplinary team-work skills in hierarchical task accomplishment
Self-assessment of professional development for insertion and adaptation to the labour market