



## THE NATIONAL UNIVERSITY OF POLITICAL STUDIES AND PUBLIC ADMINISTRATION

College of Communication  
and Public Relations

### HEAD OF INSTITUTION (RECTOR)

Remus Pricopie

### INSTITUTIONAL ERASMUS+ CODE

RO BUCURES 13

OID: E10208903

### INSTITUTIONAL ERASMUS+ COORDINATOR

Crina Rădulescu - erasmus@snsa.ro

### DEPARTMENTAL ERASMUS+ COORDINATOR

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### ERASMUS+ ASSISTANT

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### ADDRESS

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### WEBSITE

[http://comunicare.ro/index.php?  
page=erasmus-incoming](http://comunicare.ro/index.php?page=erasmus-incoming)

[http://erasmus.snsa.ro/portfolio/incoming-  
students/](http://erasmus.snsa.ro/portfolio/incoming-students/)

### FACEBOOK

<https://www.facebook.com/FCRP.SNSA>

### INSTAGRAM

<https://www.instagram.com/fcrp.snsa/>

## DEADLINES

### Nomination deadline

Fall semester & full year: 15 June

Spring semester: 15 November

Student nominations must be sent by the home university at [erasmus@comunicare.ro](mailto:erasmus@comunicare.ro). Once we have been provided with the contact details of the nominated students we will contact them directly and provide them with all necessary forms and information about their applications

### Application deadline

Fall semester & Full year: 15 July

Spring semester: 15 December

## APPLICATION PROCEDURE

Nominated students are e-mailed an application form to complete and the list of supporting documents to submit :

- last university grades
- evidence of English level
- passport copy

Upon reception of the complete application, the International Office emails the student his/her Acceptance letter and information to prepare the exchange

## COURSES

### ALL THE COURSES FOR OUR ERASMUS+ INCOMING STUDENTS ARE IN ENGLISH:

1 BA program: Communication and Emerging Media

3 MA programs: Communication and Advertising,  
Communication and EU Affairs, Project Management.

\*we are organizing a Romanian language course during the  
entire academic year (5 ECTS/semester)

## ACADEMIC CALENDAR

Fall semester - starts at the beginning of October.  
1-7 October - accommodation week

Spring semester - starts at the middle of February  
15-21 February - accommodation week



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[www.comunicare.ro](http://www.comunicare.ro)



## ERASMUS STUDENT NETWORK (ESN)

Erasmus Student Network (ESN) ASE CMP Bucharest will help our Erasmus+ incoming students to find accommodation and will organize special events for them.

<https://www.facebook.com/esn.ase.buch>

## VISA

Citizens of EU countries do not require a student visa to enter Romania. They can enter Romania with an ID document (a valid travel document e.g. passport, or another document certifying identity and citizenship).

Non European Union Citizens are required to apply for a student visa prior to leaving their home country. Applications should be made at your nearest Romanian Consulate. For further information on the visa regulations, please check the Romanian Foreign Affairs' Ministry website ([www.mae.ro](http://www.mae.ro)).

## GRADING SCALE RELATED TO ECTS GRADING SYSTEM

ECTS Grade	Romanian Grade	Definition of Scale Interval
A	10	EXCELLENT
B	9	VERY GOOD
C	7-8	GOOD
D	6	SATISFACTORY
E	5	SUFFICIENT
X	4	FAILED
F	1-3	FAILED





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## ACADEMIC PROGRAMS IN ENGLISH (2022/2023)

The list is updated every year, mid September. Most courses for the MA programmes have between 7 and 8 ECTS. Courses for the BA programmes have between 4 to 6 ECTS.

### MA Communication & Advertising

#### SPRING

Mass media and society  
Fundamentals of advertising  
Introduction to Marketing  
Research methods  
Social media and civic participation  
Culture and communication  
Marketing and branding  
Advertising I  
Communication Theory

#### AUTUMN

Social psychology of advertising  
Public Relations  
Argumentation Theory  
Advertising II  
Visual in Advertising

### MA Communication and EU Affairs

#### SPRING

Globalization and European Integration  
Communication Theory  
Design and implementation of EU-funded projects  
EU Policies and Policy - Making  
Leadership & Project team management  
European Media and the Public Sphere  
Introduction to EU Economic Governance  
Research Methods and Techniques

#### AUTUMN

Public Communication in the EU/  
European identity. Theoretical approaches and empirical insights  
Public Opinion in the EU  
Global Competition and Strategic Communications  
Nation branding. Communication in international environments  
European lobbying and PR Practice

### MA Project Management

#### SPRING

Design and implementation of EU-funded projects  
Globalization and European integration  
Project Management I  
Presentation Skills for Project Managers  
Process Management  
Research methods and techniques  
Monitoring and Performance Indicators  
Leadership & Project team management  
Risk management

#### SPRING

Strategic management  
Project Management II  
Project management software  
Leadership and Project team management  
Projects' Evaluation and audit  
Design and implementation of research projects  
Agile Project Management

### BA Communication & Emerging Media

#### SPRING

Introduction to audio-video communication  
Advertising  
History of communication  
Social psychology of communication  
Public speaking  
English for communication  
Events management  
Consumer behavior in the digital context  
Branding through social media  
Technologies for digital media/ Web Design  
Project management  
Semiotics in the new media  
Digital literacy  
Social media and civic participation

#### AUTUMN

Communication theory  
Introduction to Public Relations  
E-business and digital marketing  
Academic writing  
Critical thinking  
Global communication campaigns  
Introduction to audio-video communication  
Social psychology of communication  
Mass media and society. Emerging media  
Communication and creative industries  
Research methods in communication sciences  
Digital writing  
Internship in research  
Professional internship