THE NATIONAL UNIVERSITY OF POLITICAL STUDIES AND PUBLIC ADMINISTRATION

Faculty of Communication and Public Relations

HEAD OF INSTITUTION (RECTOR)

Remus Pricopie

INSTITUTIONAL ERASMUS+ CODE

RO BUCURES 13

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https://snspa.ro/
https://comunicare.ro/

FACEBOOK

https://www.facebook.com/FCRP.SNSPA

INSTAGRAM

https://www.instagram.com/fcrp.snspa/

DEADLINES

Nomination deadline

Fall semester & full year: May 15

Spring semester: September 15

Student nominations must be submitted by the home university to erasmus@comunicare.ro. Once we receive the contact details of the nominated students, we will reach out to them directly and provide all necessary forms and information for their applications.

Application deadline

Fall semester & Full year: June 15

Spring semester: November 15

APPLICATION PROCEDURE

Nominated students will receive an email containing an application form to complete and a list of supporting documents to submit, including:

- Transcript of records
- Passport copy / ID card copy
- Copy of European Health Insurance Card / Private Insurance
- Learning Agreement

Upon receiving the complete application, the International Office will email the student their Acceptance letter and provide information on preparing for the exchange.

COURSES

All the courses for our Erasmus+ incoming students are conducted in English:

1 BA program: Communication and Emerging Media

4 MA programs:
Communication and Advertising,
Communication and EU Affairs,
Project Management,
Digital Communication and Innovation

*We are organizing a Romanian language course throughout the entire academic year, with a credit value of 5 ECTS per semester.

ACADEMIC CALENDAR

The fall semester starts at the beginning of October and concludes in the second week of February.

The spring semester begins in mid-February and ends at the end of June.

The exact dates will be communicated later.

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www.comunicare.ro

ERASMUS STUDENT NETWORK (ESN)

The Erasmus Student Network (ESN) ASE CMP Bucharest will assist our Erasmus+ incoming students in finding accommodation and will also 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 with an ID document, such as a valid passport or another document certifying identity and citizenship.

Non-European Union citizens are required to apply for a student visa before leaving their home country. Visa applications should be submitted at the nearest Romanian Consulate. For additional details on visa regulations, please refer to the Romanian Foreign Affairs Ministry's website (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

ACADEMIC PROGRAMS IN ENGLISH (2025/2026)

The list is updated annually in mid-September. Most courses for the Master's programs carry between 7 and 8 ECTS, while courses for the Bachelor's programs typically range from 4 to 6 ECTS.

MA Communication & Advertising

AUTUMN

Mass media and society
Fundamentals of advertising
Communication theory
Research methods and techniques
Marketing and Branding
Culture and communication
Advertising I

SPRING

Social psychology of advertising
Promotion strategies for e-business
Public relations
Argumentation theory
Advertising II
Visuals in advertising

MA Communication and EU Affairs

AUTUMN

Globalization and digitalization
Communication theory
EU-funded programs and projects
EU Policies and policy making
Leadership & project team management
Public Communication in the EU
Introduction to EU economic governance
Research methods and techniques

SPRING

Media ethics and digital literacy
European Media and the public sphere
European identity. Theoretical approaches and empirical insights
Public Opinion in the EU
Tackling disinformation and building resilience
European lobbying and PR practice

MA Project Management

AUTUMN

Media entrepreneurship and innovation
Project management I
Design and implementation of EU-funded projects
Leadership and project team management
Research methods and techniques
Risk management
Design and implementation of research projects
Monitoring and performance indicators

SPRING

Project Management II
Presentation skills for project managers
Strategic management
Project management software
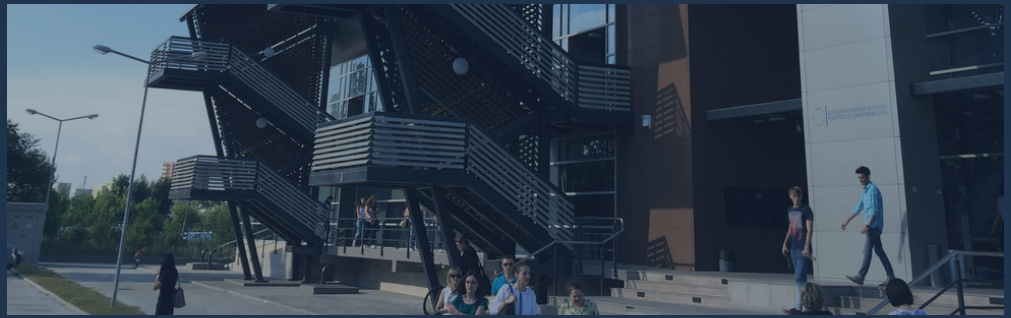Projects' evaluation and audit
Agile project management

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MA Digital Communication and Innovation

BA Communication & Emerging Media

ACADEMIC PROGRAMS IN ENGLISH (2025/2026)

The list is updated annually in mid-September. Most courses for the Master's programs carry between 7 and 8 ECTS, while courses for the Bachelor's programs typically range from 4 to 6 ECTS.

AUTUMN

Media entreprenurship and innovation
Digital media and marketing
Globalization and digitalization
Brand identity in digital contexts
Research methods in communication sciences
Social media listening
Making media: filming, editing and design
Big data analytics

SPRING

Media Ethics and Digital Literacy
Theories of Media and Technology
Social Media and Crisis communication
Cyber resilience
Agile Project Management
Cross-platform Storytelling

AUTUMN

Communication theory
Introduction to public relations
E-business and digital marketing
Academic writing
Critical thinking
Public communication and emerging media
Mass media and society. Emerging media
PR measurement
Research methods in communication sciences
Digital design
New technologies in communication and media
Visual communication
Crisis communication
Public relations in digital media
Multimedia production and editing

SPRING

History of communication
Algorithmic studies
Digital content production
Advertising
Social psychology of communication
Events management
Consumer behavior in the digital context
Branding through social media
Digital writing
Project management
Digital literacy
Social media and civic participation
Broadcasting
Identifying and Understanding Disinformation in EU Politics and Society
ChatGPT Prompting
Public opinion polling