



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

Corina Daba-Buzoianu -
corina.buzoianu@comunicare.ro

Monica Bîră - monica.bira@comunicare.ro

ERASMUS+ ASSISTANT

Maria Ignat - erasmus@comunicare.ro

ADDRESS

30A Expoziției Bvd, District 1, Bucharest,
Romania

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. 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



THE NATIONAL UNIVERSITY OF POLITICAL STUDIES AND PUBLIC ADMINISTRATION

College of Communication
and Public Relations

www.comunicare.ro



ERASMUS STUDENT NETWORK (ESN)

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

www.ase-bucharest.esn.ro

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).

ONLINE & ON SITE ACTIVITIES IN 2021-2022

We are welcoming incoming Erasmus students in any scenario (full online or hybrid).

We advise students to constantly check the official travel advice from their home country.





THE NATIONAL UNIVERSITY
OF POLITICAL STUDIES AND
PUBLIC ADMINISTRATION

College of Communication
and Public Relations

www.comunicare.ro



ACADEMIC PROGRAMS IN ENGLISH (2020/2021)

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 - Marketing
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