

# Curricula – Communication, Society and Mass-Media, Master Studies

## academic year 2016 - 2017

### Compulsory Courses

#### *First semester (1<sup>st</sup> year)*

- AMR 1110 Communication Theories – 8 credits
- AMR 1111 Research Methods in Mass-Media and Communication (English language) - 8 credits
- AMR 1112 Fundamentals of Advertising - 7 credits
- AMR 1113 Communication Processes and Group Decisional Strategies – 7 credits

#### *Second semester (1<sup>st</sup> year)*

- AMR 1120 Public Relations and Political Communication - 6 credits
- AMR 1121 The Social Impact of Information Technology and Communication Technological Environment - 6 credits
- AMR 1122 Strategic Communication - 6 credits
- AMR 0122 Methods of Audience Measurement - 6 credits
- AMX 1101 Specialized Elective Course 1 - 6 credits

#### *Third semester (2<sup>nd</sup> year)*

- AME 1130 Data Analysis Methodology: Data-Mining Techniques (English language) - 6 credits
- AMX 1102 Specialized Elective Course 2 - 6 credits
- AMX 1103 Specialized Elective Course 3 - 6 credits
- AMR 1124 Professional Training - 4 credits
- AMR 1131 Research Seminar - 8 credits

#### *Fourth semester (2<sup>nd</sup> year)*

- AMR 3040 Image and Advertising Campaigns - 6 credits
- AMX 3002 Specialized Elective Course 4 - 6 credits
- AMR 3041 Research Stage for Dissertation – 18 credits

### Specialization Elective Courses

*Specialized Elective Course 1, Specialized Elective Course 2, Specialized Elective Course 3 and Specialized Elective Course 4 will be chosen from the UBB Master Courses.*