

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

OID: E10208903

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<https://spspa.ro/>
<https://comunicare.ro/>

FACEBOOK

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

INSTAGRAM

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

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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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





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ACADEMIC PROGRAMS IN ENGLISH (2026/2027)

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
Making media: editing and design

SPRING

Psychology of online behaviour
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
Advanced strategies in tackling
disinformation
European lobbying and PR practice

MA Project Management

AUTUMN

Entrepreneurship and Innovation
Project management I
EU-funded programs and 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 applications
Projects' evaluation and audit
Agile project management



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MA Digital Communication and Innovation

BA Communication & Emerging Media



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AUTUMN

Media entrepreneurship and innovation
Media and technology
Globalization and digitalization
Brand identity in digital contexts
Research methods and techniques
Making Media: editing and design
Making media: filming, editing and design
Cyber resilience
Big data analytics

SPRING

Psychology of online behaviour
Digital Media and Marketing
Social Media and Crisis
communication
OSINT for emergent societal
challenges
Social media listening
Advanced strategies in tackling
disinformation

AUTUMN

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

SPRING

History of communication
AI prompting
Digital content production
Advertising
Social psychology of communication
Events management
Consumer behavior in the digital
context
Branding through social media
Project management
Ethics in communication. Digital
literacy
Broadcasting
Marketing
Identifying and Understanding
Disinformation in EU Politics and
Society
AI Ethics
Science communication
Public opinion polling