

UNIVERSITY: BUCHAREST UNIVERSITY OF ECONOMIC STUDIES

FACULTY: *Business Administration in foreign languages*

Post-graduate program for training and continuous professional development: *Digital Communication Strategies and Social Media Analytics (taught in English)*

Type of programme: FULL TIME

Bachelor's field of studies fundamenting the program : Business Administration

Academic qualification fundamenting the program: Business Administration

Professional competencies:

C3.3. Integrated use of the system of methods and tools for implementing or optimizing communication strategies and techniques.

C3.4. Use of advanced methods and criteria for evaluating and selecting strategies and techniques for communication in multicultural teams.

C6.5. Realization and development of applications and projects, supported by information technologies to increase the performance of the organization.

Curriculum

starting with the academic year: 2021-2022

Nr. crt.	Subject	Teaching activities					Number of credits per subject	Assessment
		C	S	L	P	AP		
1.	The new digital ecosystem - trends and challenges in corporate communication	6	4				1	V
2.	Social Media and Community Management	4	6				1	V
3.	Social Media Analytics	4	8				1	V
4.	Digital Branding & Digital Reputation Management	8	8				1	V
5.	Content Strategy	4	6				1	V
6.	Capstone Project - Strategic Digital Communications Campaign				2	10	1	V
Total		70 hours					6	
Certification exam							2	E

Rector,

Prof. univ. dr. Nicolae ISTUDOR

Dean,

Conf. univ. dr. Tănase STAMULE

Program director,

Conf. univ. dr. Tănase STAMULE