

**1. Opening description**

Department of Juridical Sciences and Administrative Sciences

Opening title: Associate Professor PhD

Opening position: 25

Subjects: - *Introduction to the study of law; Strategies and procedures pertaining to public relations; Management of image crises*

**2. Opening-related activities / duties**

*Teaching:*

1<sup>st</sup> year, *Law* – 2<sup>nd</sup> semester – *Introduction to the study of law* – 2 hours

2<sup>nd</sup> year, *Public administration and management in a European context* – 4<sup>th</sup> semester – *Strategies and procedures pertaining to public relations* – 2.5 hours

2<sup>nd</sup> year, *Public administration and management in a European context* – 3<sup>rd</sup> semester – *Management of image crises* – 2.5 hours

*Seminar:*

1<sup>st</sup> year, *Law* – 1<sup>st</sup> semester – *Introduction to the study of law* – 3 groups, one hour

2<sup>nd</sup> year, *Public administration and management in a European context* – 4<sup>th</sup> semester – *Strategies and procedures pertaining to public relations* – one group, one hour

2<sup>nd</sup> year, *Public administration and management in a European context* – 3<sup>rd</sup> semester – *Management of image crises* – one group, one hour

**Total number of hours = 10 hours / week**

**The basic salary** will be paid upon the issuance of the tenure resolution

**3. Competitive examination topics**

- a. Analysing the competitive examination file, drawn up in compliance with the regulations in force.
- b. Delivering a 45 – minute public lecture covering the candidate’s most notable professional achievements to date and the academic career development plan.
- c. Non-academic candidates will deliver a public lecture on an issue covered in the area of the opening-related subjects. The lecture topic will be made available to the candidates 48 hours prior to the delivery.

**4. Course topics:**

- The science of law in modern and contemporary ages.
- Typology of crises. Stages in image crises management.
- Mass communication in crisis situations.
- Public relations – a function of strategic management.
- Public relations activities, tactics and procedures.

**5. References:**

- Constituția României
- Voicu, Costică, *Istoria statului și dreptului românesc*, Editura Universul Juridic, București, 2019
- Carjan Lazar, Alina Daniela Patru, *Istoria dreptului românesc*, Editura Fundației România de Măine, București, 2012
- Avram, Cezar; Bică, Gheorghe; Bitoleanu, Ioan; Vlad, Ioan; Paraschiv, Elena; Radu, Roxana, *Introducere în istoria dreptului*, Editura Fundației România de Măine,

- București, 2007;
- Cernea, Emil; Molcuț, Emil, *Istoria statului și dreptului românesc*, Ediție revăzută și adăugită, Editura Universul Juridic, București, 2004;
  - Cernea, Emil; Molcuț, Emil, *Istoria statului și dreptului românesc*, ediție revăzută și adăugită, Editura Universul Juridic, București, 2004.
  - Miulescu, Viorel, *Managementul crizelor în Relații publice- Note de curs*, Editura Fundatiei „Romania de Maine”, Bucuresti, 2014.
  - Chiciudean , Ion ,Tones ,Valeriu ,*Gestionarea crizelor de imagine*,Editura comunicare.ro,Bucuresti 2012.
  - Nicolae, Tudorel, *Comunicare organizationala si Managementul situatiilor de criza*, Editura M.A.I. , Bucuresti, 2012.
  - Borțun, Dumitru, *Relațiile publice și noua societate*,Editura Tritonic, București, 2005.
  - Coman , Cristina , *Comunicarea în situații de criza.Tehnici și strategii*, Editura Polirom,Iasi,2009.
  - Florea , Constantin , *De la criza la normalitate* , Editura Sitech, Craiova, 2010.
  - Cutlip M. Scott, *Relatiile publice eficiente*, Editura Comunicare.ro, Bucuresti, 2010
  - Gregory, Anne (coord.), *Relațiile publice în practică*, Editura AllBeck, București, 2005.
  - Iacob Dumitru; Cismaru Diana-Maria; Pricopie Remus, *Relațiile Publice. Coeziune și eficiență prin comunicare*, Editura Comunicare.ro, București, 2011.

In preparing for the competitive examination, the candidates must refer to the relevant legislation in the field as well as to specialist papers and any other updated documentation.

Head of Department,

Associate Professor Diana Anca  
Artene, PhD