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Advertising Higher Education in Romania

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Evolution from Communism to Free Market

Romania, a former communist country in Eastern Europe, saw the iron curtain lifted in 1989, and started at that time the transition to a free market economy. The past couple of decades encompass extraordinary changes in the economic structure and environment, with state monopolies being dissolved and private companies entering the market and competing in western manner. The Romanian conversion from central planning to a market-oriented economy provides a fascinating laboratory for research in economic theory and practice (Hefner and Woodward 1999). With the advent of a free market economy and a competitive environment, advertising exited its dormant communist stage and started playing increasingly important economic and societal roles.

In this chapter, we briefly present the evolution of the Romanian advertising industry, followed by a description of the higher education institutions that aim to train the talent needed today by a mature Romanian advertising industry. The enrollment, curriculum, and faculty qualifications are presented. We close the chapter with a look at how the local advertising practitioners view the qualifications of students who graduate with a degree or concentration in advertising in terms of meeting advertising agency hiring needs.

Brief History of the Romanian Advertising Industry

Romanian advertising originated in the 19th century, along with the first promotional and commercial activities in the Romanian capital, Bucharest. Cliché statements like “Advertising is the soul of commerce” (coined by George Albert Tacid, manager of the Romanian Advertising Office in 1886) were published at that time in newspapers, to point out the connec-

tion between business and advertising and the main purpose of promotional efforts: to sell the product.

The first advertisements appeared in the local paper, “Curierul românesc” (i.e., “The Romanian Courier”) in 1829. The newspaper advertised a book titled, “The Philosophy of Words and Vices,” published in the Romanian language in Pest, Hungary. After 1840, text advertisements became more common in Romanian periodicals. No sooner than 1886, ads began to include images. Each company had its own slogan or unique message to promote its products or services.

In 1879, a law referring to a company/business “identity” was passed, and led to publishing “The Marketing Almanac” by the Romanian Advertising Office, which was in charge of the legal aspects. In 1918 The General Advertising Society took over this responsibility.

The first Romanian advertising agency, the David Adania Agency, appeared in 1880. Two years later, in 1892, The French-Romanian Advertising Agency began publishing announcements in different languages, and after 1900 supported publishing foreign advertisements in Romania. By 1924, a number of important multinational advertising agencies had opened branch offices in Romania, among them: J.W. Thompson- New York, Rudolf Mosse-Berlin (specialized in posters/banners) and Siegfried Wagner (specialized in the promotion of spa vacations) (Petcu 2002). Advertisements were increasingly attractive and significant after 1906.

In 1925 J.W. Thompson invited Queen Maria of Romania to appear in an ad for Pond’s Cold Cream, after she visited the USA, bought creams of Pond’s, and was delighted by the quality of the products. Subsequently, she wrote a letter to the company granting permission to be quoted in the advertisement (see Figure 18-1).

Between the First and Second World Wars most ads were claiming “the best” product in the category (e.g., best soap, best face cream, most artistic photographs). In addition, during the 30’s and 40’s, the first international brands started being promoted in Romania (e.g., Nivea, Scwartzkopf - known as Tête Noir at that time) (Bunea 2010).

Later, during the communist era (after 1955), advertising activities were increasingly restricted by the government and the Romanian Communist Party. A single state-owned agency ended up remaining active. Advertising media were limited to simple ads in the two newspapers of the communist regime: the “Romania Libera” and the “Scanteia.”

As a consequence of this too-long period of restriction, the year 1990 brought an advertising renaissance to Romania and all Central and Eastern European emerging free-market economies that were aspiring to become

part of the newly-formed European Union (EU). Although Romania lagged behind the tier-one EU accession countries (i.e., Hungary, Czech Republic and Poland) in its transition process, the country held much promise as an attractive market for many western goods and services.

Queen Marie's charming little personal crest which she designed herself, the crown of Roumania suspended above the letter M.

HER MAJESTY, MARIE, QUEEN OF ROUMANIA
Portrait by Philip A. de Laszlo

NO ROYAL GUEST who has ever visited America has been so widely acclaimed for her beauty as Queen Marie.

Youth is hers—and great vitality, in spite of years crowded with strenuous activity. She has a beautiful skin—unlined, firm, fresh, with lovely natural odor! A skin which speaks for itself of the wise care Her Majesty has always given it.

Over two years ago, Her Majesty, writing from Bucarest, was pleased to permit the Pond's Extract Company to quote her words expressing her faith in the efficacy of Pond's Two Creams.

A subsequent letter, written in February, 1925, says: "Her Majesty wishes me to repeat, as to Pond's Cream, it gives her daily greater satisfaction."

If you don't already know and depend upon these delightful creams of Pond's try them for yourself, without cost, by clipping and mailing the coupon below. You will receive free sample tubes of each with instructions for using. Pond's Cold Cream for the deep cleansing that keeps the skin supple, fresh, young; Pond's Vanishing Cream for soft protection and a lovely evenness of finish. Send in the coupon today. The Queen of Roumania's loveliness may also be yours.

THE POND'S EXTRACT COMPANY, Dept. N
105 Hudson Street, New York City

Please send me your free tubes of Pond's Two Creams.

Name _____
Street _____
City _____ State _____

Womankind's Home Companion January 1927

Pond's Creams are also highly prized by Her Majesty, THE QUEEN OF SPAIN
The DUCHESSE DE GRAMONT
The PRINCESSE MARIE DE BOURBON
MRS. NICHOLAS LONGWORTH
MRS. REGINALD VANDERBELT
MISS ANNE MORGAN

A pair of silver jars engraved with Her Majesty's personal crest and filled with Pond's Cold and Vanishing Creams, which Queen Marie keeps for constant use on her dressing table.

Figure 18-1: Queen Marie of Romania in a Pond's Cold Cream Advertisement

It has the second largest land area and population among the emerging market economies of Central and Eastern Europe (largest is Poland), boasts ten cities with populations over 200,000 (compared to three in Hungary and Czech Republic), and has low levels of ethnic and language diversity and a high literacy rate. Even so, advertising agencies followed their clients to Romania rather than proactively pursuing a market-expansion strategy (Rhea 1996).

On the Romanian higher education front, the prospective EU integration acted as a major trigger of change, affecting the disciplines covered as well as the structures and promotional efforts of universities themselves (Chiper 2006). Advertising is one of the new disciplines that started being included in the higher education curriculum after 1990, and progressed to dedicated undergraduate and graduate degrees that are being offered today.

The next section of this chapter presents the enrollment, history and structure of a variety of institutions offering courses in advertising. Then, we describe the curricula and faculty qualifications followed by a relevance assessment from the advertising practice side.

Higher Education Institutions Offering Advertising Courses

The complex discipline of advertising is taught within a variety of institutions. With its business, communications, and sociological roots, advertising is taught in journalism schools and business schools, as well as (maybe specific to Romania only) in political science and public administration schools, and even at the academy of theatre and film.

We group schools in PhD-granting versus non-PhD-granting ones, as far as advertising courses are concerned. Some of the schools we included under non-PhD-granting may offer doctorates, however the doctoral programs are not related to advertising. All schools included here are public, as opposed to private higher education institutions. Before delving into each school's details, we will justify our choice of including public universities, to the detriment of private ones, because Romania is a special case.

Why Public Universities?

Romanian public higher education is free and is available each year for a limited number of candidates supported by public money. In addition to these subsidized spots, the Department of Education offers a limited number of fee-based spots. Each public university organizes its own admissions exam, in order to fill both subsidized and fee-based spots. These ad-

missions exams are highly competitive, as the number of candidates always outnumbers the spots available.

Romanian private higher education started being developed after 1990, as a new profit-generating business sector. Many private colleges entered the higher education market and became an attraction for future students due to their educational offering, which was similar to that of the public universities. For a while, they organized admissions exams in the same manner as the public institutions, hence, at the time they acted as real competitors.

However, employers clearly differentiated between diplomas obtained from public as opposed to private institutions, favoring the former and considering private education less rigorous (Coman 2007). In addition, as the number of private institutions boomed to 127 in 2006 (Danaila 2006), serving the same market of applicants, the admissions exams at private colleges became a mere formality as the only necessary document was a high school diploma. By 2009, only 32 private institutions remained active in Romania (Mihai 2009).

Year	School of Journalism and Communication Sciences			School of Letters		
	Number of subsidized spots	Number of applicants taking admissions exam	Number of applicants per subsidized spot	Number of subsidized spots	Number of applicants taking admissions exam	Number of applicants per subsidized spot
2003	100	1100	11.18 applicants/position	85	974	11.46 applicants/position
2004	100	1110	11 applicants/position	65	837	13 applicants/position
2007	85	890	10.48 applicants/position	73	765	10.47 applicants/position
2008	120	983/770	6.42 applicants/position	60	551	9.19 applicants/position
2009	120	1238	10.31 applicants/position	115	964	8.38 applicants/position

Figure 18-1: The number of applicants per subsidized spot at Bucharest University

To conclude this brief explanation, contrary to many Western countries, Romanian public universities attract the better students and graduate better-qualified job candidates, thanks to the competitive allocation of subsidized spots. Students at public institutions are motivated to study, as the thorough admissions exam only guarantees free tuition during the first year

to those who ranked high enough to obtain a subsidized spot. In subsequent years, student ranking is determined by the GPA during the prior academic year (i.e., freshman year GPA counts for sophomore year ranking, sophomore year GPA counts for junior year ranking and so on).

The level of competition for subsidized spots is illustrated in Table 18-1, showing the number of applicants per subsidized position who took the admissions exams at the two schools within Bucharest University that offer advertising courses.

Now that we explained the inclusion of public universities alone in this chapter, we take a look at the institutions offering advertising courses. A full list of universities and schools with the degrees each grant as well as the number of students starting each specific degree in 2010 (per each university's web site) is presented in Figure. The numbers in Table 18-2 should help gauge the level of enrollment at each institution and compare the programs by size.

University	School	Undergrad. Degree	Master's Degree*	Ph.D.	Students starting in 2010		
					Subsidized	Fee-based	Distance Learning
Bucharest University, Bucharest	School of Journalism and Comm. Sciences	Comm. Science (specializing in Journalism, Advertising or Public Relations)			120	60	250
		Communication Science			120	200	
		Communication Science			12		
	School of Letters	Communications and PR			70	80	
		Consulting and Expertise in Advertising			45	70	
Academy of Economic Studies, Bucharest	School of Marketing	Marketing			212	104	64
		Marketing management			78	110	
		Marketing research			32	18	
		Managing client relationships			10	8	
		Marketing			12	4	
National School of Political and Administrative Studies, Bucharest	School of Communication and Public Relations	Communication sciences (incl. Comm. & PR and Advertising)			200	220	200**
		Comm. Sciences (incl. Advert.)			186		
		Communication Sciences			7		
Babes-Bolyai University, Cluj-Napoca	School of Political, Admin. and Comm. Studies	Advertising			24	73	
		Comm. & PR			44	77	31
		Advertising			25	6	10
			Comm. Sciences (Adv. & Comm.)			3	

		only)		
Lucian Blaga University, Sibiu	School of Journalism	Communications & PR	25	40
		Advertising / Comm. & PR	14	66
Petre Andrei University, Iasi	School of Comm. Sciences	Communications & PR		60
		Communication Sciences		
West University, Timisoara	School of Political Sciences, Philosophy and Comm. Sciences	Comm. & PR, Comm. or Advertising	1	12
National University of Theatre and Cinematography, Bucharest	School of Film	Specialization: Audio-Visual Communication	16	2

* - Master's Degree names are what schools list on their promotional materials as specializations

** - The National School of Political and Administrative Studies organizes nationwide admission exams in several local centers across the country for its distance-learning program (at the time this chapter was written there were 200 admitted students who had passed the exams however still had to decide whether to start the program)

Table 18-2. The number of students starting degrees that include advertising courses in 2010

There are few institutions in Romania that state “advertising” on a diploma. However, advertising courses, concentrations, and specializations abound in degrees that name communications or business as the major. An additional clarification we would like to make is that the various schools within one university are called “faculties” in Romania (i.e., Faculty of Journalism and Communication Sciences within Bucharest University). We refer to these “faculties” as schools throughout the document. We reiterate here that we grouped schools in two groups based on whether they offer a PhD on an advertising-related topic (e.g., Communications or Marketing).

Schools that Offer Advertising Courses at the Doctoral Level

The schools presented in this section belong to the oldest and most respected universities in Romania. These universities carry a long history that permeates the culture of each institution and is felt in the size of the library and the passion for research of both the faculty and graduate students. These are the “research one” universities in Romania that offer advertising courses up to the doctoral level.

Bucharest University, Bucharest
School of Journalism and Communication Sciences

Bucharest University (BU) is Romania's oldest higher education institution, founded in 1864. The School of Journalism and Communication Sciences within BU was established on January 19, 1990, only one month after abolition of the communist regime, thereby joining the other 6 colleges at BU (whose number, during the following years, increased to 19). From those early years, the School's dean, Dr. Mihai Coman, opened it to Western influence by establishing international connections and attracting foreign lecturers (King and Gross 1993).

The School was a pioneer in its domain, soon setting the bar for communications higher education and becoming a model for other schools that adopted its structure and curricula. The School offers advertising-related specializations (concentrations) to undergraduate communication science majors, as well as those studying in Master's and doctoral programs.

A look back at the efforts to include advertising (and public relations) in the curriculum pinpoints the school year 1997-1998 as the one when the BU Senate formally approved the creation of the Public Communications Department. The department was created to address the needs of students interested in public relations and advertising. Due to market-driven expansion, on January 24, 2000, the School made an application to modify the department name to the Department of Public Relations and Advertising. Unsuccessful in terms of including the advertising label, the effort resulted in the new name Social Communications and Public Relations Department. Hence, the advertising specialization was not yet formally recognized, even though advertising courses were included in the public relations specialization curriculum.

In 2004, a second wave of accreditation papers for the Social Communications and Public Relations department dedicates many pages to the advertising curriculum and enrollment. At this time, advertising becomes a formal area of specialization for communication science majors, and students' diplomas spell it out. At the time this chapter is written, the process for the formal creation of an Advertising Department is under way. The process is driven by the Master's degree numbers, as well. At the Master's level, the School accredited in 2007 a specialization called Public Relations and Advertising Communications Campaigns.

At the doctoral level, the School offers a doctorate in communication science. As the School's website lists, out of the twelve doctoral candidates currently in the program, at least three are completing dissertations on ad-

vertising-related topics such as “branding,” “new product strategies,” and “communications campaigns.”

Bucharest University, Bucharest
School of Letters

A second school within BU that offers both public relations and advertising courses is the School of Letters. The School houses the Department of Communications and Public Relations, formally created in 1993. While the main discipline of the School is philology/literature, the School offers a formal specialization in Communications and Public Relations to its undergraduates who seek a writing-related strategic communications job. The School also offers a Master’s specialization titled Services and Expertise in Advertising. This School does not offer advertising courses at the doctoral level, however we included it here because of its affiliation with Bucharest University.

Academy of Economic Studies, Bucharest
School of Marketing

The Academy of Economic Studies (AES) is Romania’s first business higher education institution, founded in 1913. While the two schools presented from Bucharest University started offering advertising courses based on their journalism and communications expertise, the AES added advertising to its business and marketing foundation.

Housed within the School of Commerce (later School of Commerce and Marketing), the Marketing Department has been in place since 1971, offering the first marketing courses in Central and Eastern Europe. In 1975, the Academy published the first marketing textbook, and in 1983 the first Romanian-authored paper (by two professors at the Academy) was presented at the annual academic conference of the American Marketing Association.

Just after 1990, marketing was formally recognized as a separate academic specialization. By 1995, a course titled Promotional Techniques was added to the expanding list of marketing courses. The first marketing Master’s program was offered in 2000-2001. After that, the educational offerings at the Master’s level became more diverse and now include three distinct specializations in: Marketing Management, Marketing Research, and Managing Client Relationships.

Given the level of interest in the market for marketing graduates, and the number of students enrolled, the Academy formally approved the crea-

tion of a separate School of Marketing in 2003. The school admitted sixteen new students to its doctoral program in 2010.

*National School of Political and Administrative Studies, Bucharest
School of Communications and Public Relations*

The National School of Political and Administrative Studies (NSPAS) is an autonomous public institution founded on April 11, 1991. It opened its doors with areas of emphasis in: Political Sciences, Administrative Sciences, Preparation and Improvement of the Magistrates, International Affairs, Management, and Mass Communications Studies. In this context, mass communications was initially studied from an administrative and political perspective.

In 1995, the Social Communications and Public Relations Department is accredited and offered a 2-year program at the postgraduate level. Starting with the school year 1998-1999 the School of Communications and Public Relations was formally created within NSPAS. In the following years, the School of Communications and Public Relations succeeded at building the name of its advertising programs, both nationally and internationally.

At the undergraduate level, in addition to its subsidized and fee-based spots, the School added a distance learning program for which it organizes thorough admissions exams in a number of cities across the country. In addition, it started collaborating with the advertising agency, Ogilvy, and its curriculum started being known as the Ogilvy school. The School also collaborates with the Romanian chapter of the International Advertising Association (IAA) to bring guest speakers and expertise (Toma 2005).

In 2003, the School started offering a Master's program in advertising. The Master's program was recognized by the IAA in 2008, alongside programs offered in US universities (e.g., Emerson College, University of Florida, and Michigan State University). Today, the advertising programs at the School of Communications and Public Relations within NSPAS are known for their practice-oriented curriculum, and many of the courses are offered in English as well. Among the twelve Master's programs offered, three deal specifically with advertising topics: Advertising, Brand management and corporate communications, and Communications and Advertising (in English). Active on the research side too, the School houses a Center for Research in Communications, and offers a doctoral program that enrolled seven new students in 2010.

Babes-Bolyai University, Cluj-Napoca

School of Political, Administrative and Communication Studies

Located in the Transylvania region of Romania, “Babes Bolyai” University in Cluj-Napoca is one of the oldest and most respected Romanian universities outside of the country’s capital of Bucharest. Specific to Babes-Bolyai University is that (in addition to Romanian language courses) it offers courses in both the German and Hungarian languages to the two respective minority groups in Romania.

The University was restructured in 1993, and the number of specializations offered increased to eleven. Within the School of Political, Administrative and Communication Studies, advertising courses are offered to undergraduates specializing in either Communications, Advertising or Public Relations.

The School offers a distinct specialization in advertising at the Master’s level, as well. The Master’s program was first offered in 1993, in German, under the title of Advertising and Public Relations. The Master’s program finished its accreditation process in 2008, and by now has an established tradition and is offered in Romanian, as well. In 2010, the School admitted three new students in advertising at the doctoral level.

Schools that do not Offer Advertising Courses at the Doctoral Level

In this section we present the most-recently created schools and programs that offer advertising courses. Even if housed within older/established universities, the schools have lower enrollment, do not offer doctoral programs, have a short history in offering advertising curriculum, and mostly follow the curriculum structure from the schools presented in our previous section. In addition, most of these Schools are located in cities that do not house the headquarters of any advertising agencies or other potential employers, as is the case with Cluj-Napoca, and especially the capital city of Bucharest.

Lucian Blaga University, Sibiu

School of Letters, History and Journalism

The School of Letters, History and Journalism was founded in 1995 within “Lucian Blaga” University in Sibiu. The School offers an undergraduate degree in Communications and Public Relations that includes advertising courses. Advertising has a stronger presence at the Master’s level, where students can specialize in either Communications and Public Relations or Advertising.

Petre Andrei University, Iasi
School of Communication Sciences

The School of Communication Sciences within the University “Petre Andrei” from Iasi follows the curriculum structure from the School of Journalism and Communication Science within Bucharest University. It offers an undergraduate degree in Communications and Public Relations and a master’s program in Communication Science.

West University, Timisoara
School of Political Sciences, Philosophy and Communication Sciences

The West University in the city of Timisoara created a specialization in Advertising in 2009, within the School of Political Sciences, Philosophy and Communication Sciences. The School offers undergraduate specializations in Communications, Communications and Public Relations, and Advertising. The advertising specialization is functioning on a temporary authorization until the formal authorization process is complete.

National University of Theatre and
Cinematography “I.L. Caragiale,” Bucharest
School of Film

The National University of Theatre and Cinematography has a long history and tradition in offering theatre and film higher education programs. The School of Film offers Advertising courses within its Audio-Visual Communications specialization. No advertising curriculum is present in either the Master’s or doctoral programs offered by the School.

We conclude here the presentation of schools offering degrees that include advertising courses. In the next section we cover the curricula/plans of study focusing on the top four PhD-granting institutions.

Curricula

All public higher education institutions in Romania are authorized by the Ministry for Education, Research and Innovation, and accredited by the Romanian Association for Quality Assurance in Higher Education (ARACIS). ARACIS was founded in 2005, and is an autonomous public institution. Its mission is to evaluate the quality of higher education in Romania. In 2009, as part of the European integration process, ARACIS became a member of the European Association for Quality Assurance in Higher Education (ENQA), and is listed in the European Quality Assurance Register for Higher Education (EQAR).

A more important EU integration effort is the adherence to the Bologna Declaration, which promotes the offering of “easily readable and comparable degrees” throughout the European Union, so as to help with “European citizens’ employability and the international competitiveness of the European higher education system.” (Bologna Declaration 1999) The declaration stipulates that undergraduate degrees shall be completed in no less than three years and can be followed upon completion with graduate degrees at either master’s or doctorate levels. As a consequence of this adherence, starting 2005, all undergraduate programs are three years long rather than four, as they were previously. A three-year undergraduate program can be followed by a two-year master’s.

We present in Table 18-3 the curriculum of the four Schools that cover advertising courses. All courses listed are to be completed within the three years of study for the completion of an undergraduate degree.

Bucharest University	Academy of Economic Studies	National School of Political and Administrative Sciences	Babes-Bolyai University
<i>School of Journalism and Comm. Sciences</i>	<i>School of Marketing</i>	<i>School of Communications and Public Relations</i>	<i>School of Political, Administrative and Communication Studies</i>
Communication Science majors · Advertising specialization	Marketing majors	Communication Science majors · Advertising specialization	Advertising majors
Year 1	Year 1	Year 1	Years 1-3**
<i>Semester 1</i>	<i>Semester 1</i>		
Intro to communication theory	Microeconomics	Communication Theory Intro to Public Relations	Intro to comm. and PR theories Verbal and non-verbal communications
Intro to mass media Elaboration/Framing techniques	Accounting Fundamentals Management	Imagology Intro to organizations’ theory	Intro to political science Research methods in comm. and PR
Intro to public relations Elaboration/Framing in written press Conversation strategies (French/English) Journalism and reflecting current news	Applied Mathematics in Economics Finance English/French for business communication I Psychology	Computer science I Computer science II Intro to Advertising History of communications Management and marketing	Computer science Negotiations and decision making Writing scientific papers Advertising Public communications
<i>Semester 2</i>	<i>Semester 2</i>		
Intro to mass media Intro to interpersonal comm.	Computer science for business Statistics	Intro to sociology Research methods in social sciences	Intro to public relations Mass media communications

Information gathering techniques	Business Law	Electives:	Conflict management
Intro to advertising	Macroeconomics	Digital media	Organizational communications
Internet techniques	Marketing	Photography	Advertising and PR techniques
Conversation strategies (French/English)	English/French for business communication 2	English I	Branding and brand mgmt.
Typing	Design and Aesthetics of Goods	English II	Visual communications
Journalism and reflecting current news		French I	Marketing
		French II	Graphic design
Year 2	Year 2	Year 2	Semiotics
<i>Semester 3</i>	<i>Semester 3</i>	PR Techniques and Strategies	Promotional techniques in mass media
Communication social structures	Consumer Behavior	Elaboration techniques in advertising	Media planning
Intro to semiotics	Promotional Techniques	Advertising management	Radio and TV advertising
Journalism investigative techniques	Marketing Information Systems	Consumer behavior and persuasion	Event planning
Multimedia	Econometrics	International marketing	Ethics
Working in television (lab)	English/French for business comm. 3	Semiotics - language theory	Political advertising
Research methods in comm. sciences	European Economy	Advertising campaigns	Copywriting
Ethics	International Trade	Culture and communications	Mass media and society
Media discourse (French/English)	International Negotiation	Electives:	Online advertising
	Fundamentals of Science	Print advertising	Advertising language and representation
	Goods	Audio-video advertising	Intro to persuasion theory
	Geopolitics	Digital advertising	Methods of scientific data collection
	Databases	Advertising rhetoric	Collective mentalities
<i>Semester 4</i>	<i>Semester 4</i>	Computer science III	Culture and civ. in the 20th century
Communication law	Public Relations	English III	Persuasion strategies
Professional deontology	Marketing Research	French III	Art history
Intro to semiotics	Direct Marketing		Advertising projects
Types of written press	Logistics		Public relations and evaluation
Internet (lab)	English/French for business comm. 4		Advertising and art
Communication with the press	Economic Geography of the World		European governance
Advertising management	Project Management		Communications philosophy
Elaboration/Framing techniques (French/English)	Technics Operations of Tourism		
Politology	Human Resources Management		
	Negotiation and Techniques for Foreign Trade		

World Economics		
Year 3	Year 3	Year 3
<i>Semester 5</i>	<i>Semester 5</i>	
Creativity in advertising	Services Marketing	Mass media and society
Advertising management Successful techniques in comm.	International Marketing Cybermarketing English/French for business comm. 5	Advertising planning Image crisis management
Below-the-line advertising French/English culture and civilization	Sales Techniques	Corporate culture Communications Law and Ethics
Advertising semiotics Research methods in advertising	Marketing Projects Food products and consumer safety Multimedia Tech. for Hotels and Restaurants Economic and Financial Analysis 1 International Capital Markets	Electives: Non-verbal communications Communication pathologies and therapies Public image of leaders and institutions Sociology of public opinion Project management Human resources management
<i>Semester 6</i>	<i>Semester 6</i>	
Persuasion techniques	Social and Political Marketing Business to Business Marketing	
Advertising lab	Tourism Marketing Agro-food Marketing	
Consumer behavior French/English culture and civilization	Data Analysis using SPSS English/French for business comm. 6	
Gender in advertising	European Union Law	
Negotiation techniques	Public Services and Utilities Comparative management Operational Management International Tourism	

* - The study plans included here are per the schools' web sites, not including optional courses or practice/internship credits.

** - Babes-Bolyai University does not post a plan of study broken down by year of study; these are the courses listed to be offered in 2010-2011

Table 18-3. Undergraduate plans of study that include advertising (Curricula)*

The roots of the advertising discipline are in business, communications, sociology and psychology, and, last but not least, visual and verbal creation. This perspective induces a certain direction of the academic curriculum organization, reflected in the courses the students are offered to study. The school that houses the advertising program has a strong influence on the foundation courses. Hence, communication schools start with introductory courses to communication theory, while the school of marketing starts with economics, finance, and marketing courses.

It is worth noting that even though a school of journalism would include more journalism-oriented courses in its program of study for students specializing in advertising, all four schools presented cover a blend of all aspects relevant to advertising. Hence, we see management and marketing courses offered to advertising students at the School of Communication and Public Relations within the National School of Political and Administrative Studies, as well as public relations and psychology courses offered to marketing majors at the School of Marketing within the Academy of Economic Studies.

All courses presented in Table 18-3 are undergraduate courses and build a strong theoretical base as well as an introduction to the practical side. Most students decide to continue on with Master's level courses that include more skills-oriented courses.

Faculty

All schools presented in this chapters feature a mix of faculty that combines pure "academics" who hold a PhD degree, as well as practitioners who also work (many full-time) in advertising agencies. The qualifications of these instructors vary widely just as the roots of the advertising discipline itself are diverse. We start by addressing the structure of the faculty from a formal final degree perspective. Then, we follow with details on international collaborations that helped refine the expertise of advertising faculty members.

The academics who first taught advertising-related courses in Romania did not have, back in 1990, a specific educational background in this domain. Backgrounds ranged from a Bachelor or PhD in Letters/Literature, Psychology, Philosophy, Foreign Language or even Engineering. This is why, the first step these educators took was their own professional conversion, because each chose a research area close to the new curricula and they focused on their professional improvement by enrolling in doctoral programs.

For example, in 1990 at the School of Journalism and Communication Sciences at Bucharest University there were only three professors who held a PhD. The number increased to twenty-two in 2009 (from a total of 39 permanent employees). In some cases, qualified professors are teaching for more colleges as collaborators, because the number of qualified professors still does not meet market needs.

In addition, practitioners teach a number of skills-based courses. These are people who currently work for advertising agencies (i.e., not retired) and who teach courses such as Account Planning, Media Planning, Creative Writing, Advertising Campaigns, Branding. The School of Journalism and Communication Sciences, mentioned above, collaborates with many practitioners from known advertising agencies: McCann Ericsson, Leo Burnett, Graffiti BBDO, and the local Grapefruit and Headvertising.

The School of Communications and Public Relations, within the National School of Political and Administrative Studies, has a similar situation. From a number of 41 teaching staff, 36 are permanent employees, among whom 24 have a PhD and the rest are still working on their dissertations. This School also collaborates with practitioners for some of their skills-based courses.

At Babes-Bolyai University in Cluj, the advertising program within the School of Political, Administrative and Communication Studies benefits from the collaboration with Hannover University and “Hochschule Mittweida” from Germany which grants the involvement of foreign teachers into the educational process for classes such as online marketing and audio-video advertising. From the 18 instructors teaching in the advertising program at the undergraduate level only 3 have not yet finished their doctoral dissertations. At the graduate level, all professors (9) have their doctoral title.

The School of Political Science, Philosophy and Communication Sciences within West University of Timisoara developed its advertising study program with 23 permanent professors. Among them, 15 have a PhD. This was one of the aspects that helped this School receive the authorization to start its advertising program.

In addition to earning a doctorate, many professors participated in academic exchange programs and benefited from the expertise of prestigious universities around the world. For example, the School of Journalism and Communication Sciences within University of Bucharest sends its faculty to either Europe (e.g., 12 faculty members to École Supérieure de Journalisme from Lille, France) or the United States (e.g., Gaylord College School of Journalism and Mass Communication Studies at Oklahoma University, and

the College of Communication and Information at the University of Tennessee).

The faculty at the School of Communications and Public Relations within the National School of Political and Administrative Studies have either completed graduate studies abroad (e.g., Lille School of Management, France or Georgia Institute of Technology, Atlanta, Georgia, US) or participated in academic programs such as Fulbright (e.g., Fulbright scholar at the College of Communication and Information Science University of Alabama, US) or other specialization programs in a number of countries (e.g., Italy, Belgium, France). In addition, the educational partnership with the International Advertising Association (IAA) provides opportunities to permanent faculty to participate in events and seminars where they meet foreign professionals or even gain practical experience within the advertising agencies belonging to this organization.

The School of Political, Administrative and Communication Sciences within Babes-Bolyai University benefits from a prestigious collaboration with German advertising academia and practice. The School offers a Master's degree in Advertising and Public Relations which is taught in German (in addition to Romanian). Delia Balaban, who coordinates of the Master's program, explains: "The particularity of our programs is to cooperate with the most important local agencies and also to facilitate the presence of some foreign specialists with wide experience in advertising, such as German advertising professionals."

The Transylvanian School is also part of the Social Science Curriculum Development program, supported by the United States Information Agency and coordinated by the International Research and Exchange Board and the American Council for Learned Society. This program provides the collaboration with a number of American universities to develop new courses and to improve the curriculum (i.e., Michigan State University, University of Pittsburgh, Florida State University, University of California Irvine, University of Virginia, and Delaware University).

After embracing the European system of education and the Bologna Declaration, Romanian higher education institutions were involved in the development of ERASMUS exchange (The European Community Action Scheme for the Mobility of University Students). While the Erasmus program dedicated to students (they can attend courses for 3, 6 or 12 months at universities from the European Union), faculty members can benefit from it as well. Professors have the opportunity to be guest lecturers and collaborate with peers from EU institutions.

Besides earning graduate degrees and gaining international exposure and experience, faculty members are active in research centers present at their respective institutions. From the schools offering advertising courses, examples include the Sparta Research Center from Bucharest University focused on research of the role communication plays in public space, The Centre for Fundamental and Applied Research in Marketing from the Academy of Economic Studies, and the Center for Research in Communication from the National School for Political and Administrative Studies. In conclusion, Romanian advertising higher education benefits from highly qualified instruction from both academics and practitioners who are well-grounded and stay current in their fields.

In the last section of our chapter, in order to gauge how the industry views advertising higher education, we interviewed three practitioners (two of whom are Ph.D-holders and one is ABD) who teach at institutions described above in addition to their full-time jobs.

Advertising Practitioners' View

No assessment of the quality of higher education can be done without including the opinion of employers. We wanted to determine how practitioners view the various degrees and the level of preparedness of recent graduates.

One of our interviewees is Lucian Georgescu, a local advertising celebrity, who has been active in the advertising industry since 1992 as a copywriter, creative director and then President of BBDO Romania and who founded his own advertising agency, GAV Balkanski, in 2005. The agency client roster includes Reiffeisen Leasing and Mercedes Benz Romania. Dr. Georgescu holds a Ph.D in Audio-Visual Communication from the National University of Theatre and Cinematography, Bucharest, and is an associate professor at the same institution.

Our second interviewee is Sorin Psatta, Director of Research and Strategy at BBDO Romania. He has been on the faculty of the School of Journalism and Communication Sciences within Bucharest University since 1996, and is now completing his dissertation in advertising.

Lastly, our third interviewee is Dan Petre, also on the faculty of the School of Journalism and Communication Sciences within Bucharest University. Dr. Petre holds a Ph.D in Sociology and is the managing partner of D&D Research, a market research company that includes the following ad-

vertising agencies among its clients: FCB Advertising Romania, Saatchi & Saatchi Romania, Ogilvy & Mather Romania and Leo Burnett Romania.

With an eye on academia and one on the industry, our three interviewees answered the same questions about advertising higher education in Romania.

Popular majors with the industry – well, it’s a mix

Asked about the educational background of employees within each of their companies, our respondents agree: there is no standard background for an advertising agency employee. Dr. Georgescu stresses the fact that none of his employees have a degree in advertising. Majors present in his agency include business, arts, architecture, and philology.

Which majors are represented within BBDO Romania? “You name it” answers Mr. Psatta. Then he adds that prior experience is more important when hiring as well as whether the candidate has a portfolio (for creative positions). Dr. Petre lists marketing and communications followed by arts, sociology and psychology as majors present within his company.

Advantages of hiring someone with a specialized degree – skills highly valued

When asked about the upside of hiring someone with the appropriate degree, BBDO’s Psatta states it is highly advantageous especially for the creative department as the candidates would have acquired the necessary skills in college. Mr. Psatta names arts as an appropriate major for art director positions and letters or audio-visual communications for copywriting candidates.

Dr. Petre has a similar opinion, hiring graduates from the appropriate field brings you employees who have the basic knowledge, have already had contact with practice and practitioners via internships and practitioner-taught courses. Dr. Georgescu is skeptical about the level of preparedness of students from either communications school in Bucharest where his agency is headquartered.

How DO practitioners view advertising higher education? - They are skeptics

This is a question where we see similar responses from our three interviewees. They agree that practitioners are still skeptical about the level of preparedness of advertising graduates. All three name the lack of stronger ties with the industry as the cause of this skepticism.

Dan Petre believes the root cause of this opinion from the side of practice is the disconnect between theory and practice. “Specialized [adver-

tising] coursework is still focused on accumulating knowledge and information rather than skills and competencies. Because of this, practitioners' perception is that higher education needs to include the bridging of theory and practice," he states.

From Lucian Georgescu, we learn that such disconnect is likely to come from not enough contact between academia and industry. "Universities do not account for industry realities. This is specifically the reason why we [practitioners] have doubts about specialized [advertising] higher education – there is a lack of constant and coherent contact with the industry," says Lucian Georgescu. Hence, "Practitioners have a lack of interest [in specialized degrees], they are even ironical about them," believes Sorin Psatta.

We do not believe Romania (or the advertising discipline) is a lonely case where there is a perceived disconnect between academia and industry. Romania has a burgeoning advertising higher education market with high quality programs.

No statistics are available on the percentage of advertising majors who are employed in advertising agencies or advertising-related companies. Nor are there statistics available on how many graduates from the institutions we presented find a job when they leave college. What we can say for sure is that advertising has become more and more important to companies present on the Romanian market in the past couple of decades and this demand is reflected in an increasingly complex advertising higher education offer. The growing popularity of the discipline can be tracked in the number of programs and the increases in enrollment.

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