DISCIPLINE DESCRIPTION

1. Information about the program

1.1 Higher education institution	Babeș-Bolyai University
1.2 Faculty	Political, Administrative and Communication Sciences
1.3 Department	Journalism
1.4 Field of study	Communication sciences
1.5 Level of study	Master
1.6 Study program / Qualification	Digital Media, Internet and Game Studies

2. Information about the discipline

2.1 Discipline title		Mobile media / Media pe dispozitive mobile					
2.2 Course lecturer			Lect. univ. dr. Andrei Costina				
2.3 Seminar assistant			Lect. univ. dr. Andrei Costina				
2.4 Year of study	2	2.5 Semester	II	2.6. Evaluation type	E	2.7 Discipline type	OBL

3. Total estimated time (hours of didactic activities per semester)

3.1 Number of hours per week	3	of which: 3.2 course	2	3.3 seminar/laboratory	4
3.4 Total hours in the study plan	36	of which: 3.5 course	24	3.6 seminar/laboratory	12
Time distribution:					hrs
Studying the manual, course reader, bibliography and notes:					48
Supplementary documentation in the library, on electronic platforms and in the field:					8
Preparing seminars/laboratories, homework, syntheses, portfolios and essays:					44
Tutorials					12
Examinations					2
Other activities:					

3.7 Total hours of individual study	114
3.8 Total hours per semester	150
3.9 Number of credits	6

4. Prerequisites (where applicable)

4.1 based on the curriculum	•
4.2 based on competences	•

5. Conditions (where applicable)

5.1 for the course	• Room with a video projector/ digital display and Internet connection
5.2 for the seminar/laboratory	• Room with a video projector/ digital display and Internet connection

6. Accumulated specific competencies

Professional competencies	• Understand the specifics of the mobile medium and how it affects patterns in communication • Apply information about the use and cultural significance of mobile devices to mobile communication situations and products • Create a mobile communication strategy according to specific needs
Transversal competencies	• Solving, in a realistic manner, with both theoretical and practical argumentation, of common professional situation, in view of an efficient and deontological solution.

7. Discipline objectives (from the accumulated competencies grid)

7.1 General objective	• Provide an overview of communication using mobile devices
7.2 Specific objectives	• Describe the need and main purpose for being aware of modern mobile communication systems • Analyze the effect of mobile communication on daily life and media consumption • Explore the ways mobile communication needs to be approached for successful communication • Give the background needed for a successful mobile communication strategy

8. Contents

8.1 Course	Teaching methods	Observations
1. The evolution of mobile media	Multimedia presentation	
2. The cultural economy of smartphones	Multimedia presentation	
3. Mobile aesthetics	Multimedia presentation	
4. Mobile mentality	Multimedia presentation	
5. Mobile journalism	Multimedia presentation	
6. Mobile gaming	Multimedia presentation	
7. Mobile commerce	Multimedia presentation	
8. Mobile traffic strategies	Multimedia presentation	
9. Advertising on mobile	Multimedia presentation	
10. Typologies of mobile apps	Multimedia presentation	
11. Ethical issues	Multimedia presentation	
12. Revision	Multimedia presentation	

Bibliography
Goggin, Gerard. *Global mobile media*. Routledge, 2010.
Goggin, Gerard, and Larissa Hjorth, eds. *The Routledge companion to mobile media*. Routledge, 2014.
Groebel, Jo, Eli M. Noam, and Valerie Feldmann, eds. *Mobile media: content and services for wireless communications*. Routledge, 2006.
Katz, James E. *Handbook of mobile communication studies*. The MIT Press, 2008.
Ito, Mizuko Ed, Daisuke Ed Okabe, and Misa Ed Matsuda. Personal, portable, pedestrian: Mobile phones in Japanese life. MIT press, 2005.

8.2 Seminar	Application	
1. Historical issues	Application	
2. Social and cultural approaches	Application	

3. The economy of mobile devices	Application	
4. Designing for mobile	Application	
5. App analytics	Application	
6. Tools for creating mobile content	Application	

9. The corroboration of discipline contents with the expectations of epistemic community representatives, professional associations and representative employers in the study program's corresponding field

- Mobile communication fosters a rich environment to interact with end users through multiple digital platforms, reach users quickly regardless of distance or time, and monetize their attention. These are valuable skills in any contemporary media outlet or company that has to deal with communication at any level.

10. Evaluation

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Weight in final mark
10.4 Course	Written examination	E	50%
10.5 Seminar/laboratory	Make a mobile strategy for a product	C	50%
10.6 Minimum performance standard			
• Write a strategy taking into consideration the concepts discussed in class			

Date   Course lecturer signature   Seminar assistant signature

1.11.2019   lect. dr. Andrei Costina   lect. dr. Andrei Costina

Date of approval in the Department   Head of department's signature

1.11.2019   PhD Elena Abrudan