



SOFIA UNIVERSITY "ST. KLIMENT OHRIDSKI"

FACULTY OF JOURNALISM AND MASS COMMUNICATION

CURRICULUM

Professional Field: **Public Communications and Information Sciences**

Educational and Qualification Degree "**Master**"

Specialty: **Public Relations**

Master's Program: **Advertising and Public Communication**

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Form of study: **part-time**

Duration of training (number of semesters): **two**

Professional Qualification: **Master of Advertising and Public Communication**

Qualification description

Specialty: *PUBLIC RELATIONS*

Master's Program: *ADVERTISING AND PUBLIC COMMUNICATION*

1. Focus, educational goals

The Master's Program ensures deepening and expansion of the fundamental training in the field of public relations and advertising. In this Program, Bachelor degree holders, who graduated from the "Journalism", "Public Relations", and "Book Publishing" majors at the FJMC and at other high education institutions in Bulgaria, have the opportunity for acquisition of new theoretical knowledge and professional skills. The Program puts an emphasis on some important aspects of PR and advertising and on their close link with journalism and the media.

2. Training (knowledge and skills that are necessary for a successful professional activity; general theoretical and special training, etc.)

The Master's Program provides an opportunity for development of the scientific and theoretical knowledge and professional skills of specialists, and simultaneously offers knowledge of the narrowly specialized links from the field of public relations and advertising. This way, public relations specialists obtain new knowledge and skills for the social, social-psychological and other factors that are necessary for the optimal maintenance of understanding and trust both in a certain working collective – institute, firm, government agency, educational institutions, or other type of institution, and between public organizations and the audience with which they have relations. The Program actively helps public relations specialists with their further professional and scientific development in the field of public communication.

3. Professional competencies

The Master's Program ensures in-depth professional training of specialists on communication, on advertising specialists, PR and marketing agents. An emphasis is put in the Program on specific strategies and techniques for improvement of the internal communication in a certain organization. Professional knowledge of influence on internal audiences is also offered. This Program builds specific professional skills for team work and for successful communication with different audiences.

4. Professional development

Students, who graduate from this Master's Program, can develop as PR specialists, advertising specialists, marketing and other types of specialists in the field of public communication.

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Major in "Public Relations" / Master's Program "Advertising and Public Communication"

for the class starting in 2021-2022 year

№	Course Code	Course Title	Type - C, E, O	term	ECTS credits	Number of classes - total				Number of classes per week	Type of evaluation* - E, CA, CEV, Cont.
						Total	Lectures	Seminars	Practical classes/ practices		
1	2	3	4	5	6	7	8	9	10	11	12

Compulsory Courses

1	3	1	9	4	Communication and Social Change	C	1	5	150	20	5		20+5	E
2	3	1	8	9	Communication Technologies in the Sensational Press	C	1	5	150	20	5		20+5	E
3	3	2	9	8	Public Relations and Social Conflicts	C	1	4	120	20	5		20+5	CA
4	3	1	0	3	Anti-crisis Management and PR	C	1	4	120	20	5		20+5	CA
5	3	2	5	5	Management of the Advertisement in the Integrated Marketing Communications	C	1	4	120	20	5		20+5	CA
6	3	5	2	3	Digital Public Relations	C	1	4	120	10	15		10+15	CA
7	3	1	9	5	Communications and Sustainable Development	C	2	3	90	20	5		20+5	E
8	3	6	5	4	Science, Information, Publicity	C	2	3	90	30	0		30+0	E
9	3	3	4	1	Rhetoric and Public Relations	C	2	3	90	20	5		20+5	CA
10	3	2	7	0	Nonverbal Communication	C	2	3	90	20	5		20+5	CA
11	3	1	5	9	Intercultural Communication	C	2	3	90	20	5		20+5	E

Elective Courses – the chosen disciplines must carry at least 4 credits

1	И	4	4	8	Digital Communication and Innovations	E	1	4	120	30	0		30+0	CA
2	И	4	6	3	Event Management	E	1	4	120	30	0		30+0	CA

Graduation

Form of a degree completion	ECTS - credits	First thesis defence session	Second thesis defence session
Thesis Defence	15	July	November

Sofia University "St. Kliment Ohridski"

Curriculum Reference Statement

Major in "Public Relations" / Master's Program "Advertising and Public Communication"

Educational form: part-time, Educational Period: 2 terms

Course Load, ECTS-credits and number of grades for the term																																	
Type of courses	I term			II term			III term			IV term			V term			VI term			VII term			VIII term			IX term			X term			Total		
	Course Load (number of ECTS – credits	Number of grades		Course Load (number of ECTS – credits	Number of grades		Course Load (number of ECTS – credits	Number of grades		Course Load (number of ECTS – credits	Number of grades		Course Load (number of ECTS – credits	Number of grades		Course Load (number of ECTS – credits	Number of grades		Course Load (number of ECTS – credits	Number of grades		Course Load (number of ECTS – credits	Number of grades		Course Load (number of ECTS – credits	Number of grades		Course Load (number of ECTS – credits	Number of grades				
Compulsory Courses	150	26	6	130	15	5																											
Min. of elective courses	30	4	1																														
Study Practices																																	
Total:	180	30	7	130	15	5																						310	45	12			

Form of a degree completion	ECTS - credits	number of classes for preparation	First thesis defence session	Second thesis defence session
Thesis Defence	15		July	November

Acquired Professional Qualification: Master of Advertising and Public Communication