	# SOFIA UNIVERSITY "ST. KLIMENT OHRIDSKI"
FACULTY OF JOURNALISM AND MASS COMMUNICATION	
	# CURRICULUM

Professional Field: 3.5. Public Communications and Information Sciences

Educational and Qualification Degree: **Master**

Specialty: **Journalism**

Master's Program: **Digital Media and Communication**

(in English)

J	C	J	3	5	2	4	2	1

Form of Study: **Full-time**
Duration of training (number of semesters): **three (90 credits)**

Professional Qualification: **Master of Digital Media and Communication**

Qualification Description

Specialty: JOURNALISM
Master's Program: DIGITAL MEDIA AND COMMUNICATION

1. Focus, educational goals

Digital media and communication is a current field of modern science and practice. The program has been developed in response to the challenges of the digital age and meets the needs of the industry for qualified personnel, needs that will grow globally. It aims to form knowledge and create skills for effective communication in today's online environment. The transformations of the media, public relations and advertising are considered in order to build new competencies that are needed in the dynamically changing media and communication reality. The Master's program in digital media and communication is especially suitable for students with a bachelor's or master's degree in social sciences and humanities, and aims to deepen the knowledge of students or professionals in various fields, interested in the development of digital media and communication and their role in modern societies and culture.

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

The curriculum of the master's program includes lectures and exercises on the theory and ethics of digital communication and media, media design and communication, online content creation and editing, PR and communication campaigns in the digital age, fake news and online disinformation, digital marketing and advertising, brand building online. Specialized courses provide specialization in areas such as online international and sports journalism, online television genres and screenwriting, digital media and PR techniques, research methods, brand design. The program also offers a wide range of elective courses that contribute to the enrichment of modern knowledge about the digital transformation in the media and communication from a social, economic, journalistic, psychological point of view.

3. Professional competencies

The master's program in Digital media and Communication gives students the necessary theoretical knowledge and professional skills in the field of contemporary journalism and digital media, modern public relations, marketing communications and advertising. The education and training aim to build professional competencies for the new communication challenges in the global information environment. Students will be qualified to work as specialists in the field of public communications and information sciences in a digital environment. Graduates of the program acquire competencies, knowledge and skills in the field of communication studies, as well as practical abilities to perform the functions of a specialist in the field of digital media. More specific professional competencies include: skills for conducting various media and communication analyzes, for building a communication strategy in a multicultural environment; in-depth knowledge of information and communication technologies, digital media and their communication influence; high ability to manage communication teams in corporations and organizations that seek to build sustainable communication with diverse audiences through digital media, as well as knowledge and efficiency in organizing and conducting digital information campaigns.

4. Professional development

The program aims to train and qualify professionals in response to the urgent need in the labor market for professionals with knowledge, skills and competencies in the field of digital media and communication. The offered master's program will educate specialists who can be realized in: online media, web sites of traditional media - print, radio, television, digital media companies, and specialists in PR agencies, employees in advertising agencies, managers at PR and advertising departments of corporations and institutions, qualified employees

in marketing departments of various businesses, online agencies. The master's program graduates will be able to realize themselves in the modern areas related to knowledge and competence for digital media, which is the key for successful professional realization and for active participation in the political, cultural, economic and educational life in the society.

5. Admission requirements

The program is intended for students:
- Graduates of a bachelor's or master's degree in the professional field 3.5. Public communications and information sciences;
- Graduates of a bachelor's or master's degree in professional fields 3.1. Sociology, anthropology and cultural sciences, 3.2. Psychology, 3.3. Political Science, 3.4. Social activities, 3.6. Law, 3.7. Administration and management, 3.8. Economics;
- Graduates of a bachelor's or master's degree in professional fields 2.1. Philology, 2.3. Philosophy.

Additional requirements:
- Grades from the diploma for completed higher education not lower than Good. The average score is calculated on the basis of the average grade from the semester exams and the results of the state exams (defense of diploma thesis);
- written examination (only for applicants for state subsidy).

JCJ352421

Major's Code

Major in Journalism / Master's Program "Digital Media and Communication" - in English, Full-time (90 credits)

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/practice		
1	2	3	4	5	6	7	8	9	10	11	12

Compulsory courses

№	Course code	Course Title	Type	Term	ECTS	Total	Lectures	Seminars	Practical	per week	Eval
1	C 0 1 0	Explore the Communication Field	C	1	4	120	30	30		2+2	E
2	C 0 1 9	Media Editing	C	1	4	120	30	30		2+2	CA
3	C 0 0 7	Digital Media Ethics	C	1	4	120	60	0		4+0	E
4	C 0 1 8	Media Design and Communication	C	1	4	120	60	0		4+0	E
5	C 0 2 0	Minorities and Media	C	1	4	120	60	0		4+0	E
6	C 0 1 1	Fake News and Online Disinformation	C	1	3	90	30	15		2+1	CA
7	C 0 0 2	Content Creation for Digital Platforms	C	1	3	90	30	15		2+1	CA
8	C 0 1 3	Intercultural Communication	C	1	4	120	60	0		4+0	E
9	C 0 2 9	Theory of Social Media: Typology, Features and Trends	C	2	4	120	60	0		4+0	E
10	C 0 0 4	Digital Media Agenda Setting	C	2	4	120	30	30		2+2	E
11	C 0 0 8	Digital vs Traditional Public Relations	C	2	4	120	30	30		2+2	E
12	C 0 1 5	Managing Communication Campaigns	C	2	4	120	15	45		1+3	E
13	C 0 0 9	Effective Communication and Audiovisual Services	C	2	4	120	30	30		2+2	E
14	C 0 0 3	Digital Marketing Communications and Transmedia	C	2	4	120	60	0		4+0	E
15	C 0 2 2	Online Advertising Campaign	C	3	4	120	60	0		4+0	E
16	C 0 0 1	Brand Identity Design	C	3	5	150	15	45		1+3	E

Elective courses – *the selected disciplines must form a minimum of 12 credits (of which 6 from the second semester and 6 from the third semester)*

№	Course code	Course Title	Type	Term	ECTS	Total	Lectures	Seminars	Practical	per week	Eval
1	E 0 2 1	News Writing for Digital Media	E	2	3	90	45	0		3+0	CA
2	E 0 1 4	International Journalism and Digital Media	E	2	3	90	45	0		3+0	CA
3	E 0 1 6	Marketing Solutions Online	E	2	3	90	45	0		3+0	CA

№	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/practice		
1		2			3	4	5	6	7	8	9	10	11	12
4	E	0	2	4	Publishing and Consumption of Digital Books	E	2	3	90	30	15		2+1	CA
5	E	0	2	3	Online Television Genres	E	2	3	90	45	0		3+0	CA
6	E	0	0	6	Digital Media and Digital Communication Theory	E	2	3	90	45	0		3+0	CA
7	E	0	2	7	Strategic Marketing in Media	E	2	3	90	45	0		3+0	CA
8	E	0	2	6	Sports Journalism in Digital Era	E	3	3	90	45	0		3+0	CA
9	E	0	1	7	Media and Public Reletaions skills	E	3	3	90	45	0		3+0	CA
10	E	0	2	5	Screenwriting for Digital Media	E	3	3	90	45	0		3+0	CA
11	E	0	0	5	Digital Media and Digital Communication Research	E	3	3	90	45	0		3+0	CA
12	E	0	1	2	History of Cinema	E	3	3	90	45	0		3+0	CA
13	E	0	2	8	Television News Production	E	3	3	90	45	0		3+0	CA

Graduation

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

Sofia University "St. Kliment Ohridski"
Curriculum Reference Statement
Major in Journalism / Master's Program "Digital Media and Communication"
Educational Form Full-time, 3 terms (90 credits)

Type of courses	I Term Course Load (number of classes)	I Term ECTS – credits	I Term number of grades	II Term Course Load (number of classes)	II Term ECTS – credits	II Term number of grades	III Term Course Load (number of classes)	III Term ECTS – credits	III Term number of grades	IV ...	V ...	VI ...	VII ...	VIII ...	IX ...	X ...	Total Course Load (number of classes)	Total ECTS – credits	Total number of grades
Course Load (number of classes), ECTS-credits and number of grades for the terms																			
Compulsory courses	450	30	8	360	24	6	120	9	2										
Min. of elective courses	0	0	0	90	6	2	90	6	2										
Training Practices																	number of classes		
Общо:	450	30	8	450	30	8	210	15	4								1110	75	20

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

Acquired professional qualification: Master of Digital Media and Communication