 **Master’s Program: Digital Media and Communication (in English)**

(for those who have acquired the educational qualification degree “Bachelor” or “Master” in Journalism, Public Relations, Book Publishing; Sociology; Anthropology; Cultural sciences; Philosophy: Politology; Social Activities; Law; Administration and management; Economics; Philology; Philosophy)

*Term of study:*3 semesters

*Form of study:*Part-time

*Form of admission:*

paid education - Diploma of higher education (Bachelor’s or Master’s Degree).

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*Purpose of the program:* The program aims to prepare qualified specialists in response to an emergency need in the labor market of professionals with knowledge, skills and competencies in the field of digital media and communication that will grow globally.

The program provides students with the necessary theoretical knowledge and professional skills in the field of contemporary journalism and digital media, audiovisual communications, Public Relations, digital marketing communications and advertising.

It offers the following opportunities for specialization: profile “Digital Media”, profile “PR in the Digital Age” and profile “Digital Advertising and Marketing”.

Program outcome

The Master’s Program provides the necessary professional qualification for the following industries: online media, digital web sites of the traditional media – print, radio, television, digital media companies, PR and advertising agencies, PR and advertising departments of corporations and institutions, marketing departments of various businesses, digital agencies.

Students in this master’s program complete the course of study with the defense of a diploma thesis (master’s thesis) before a state examination commission.

Possible fields of application

Online Marketing Manager

Media Manager / PR Manager/ Marketing Manager / Product Manager

New Media Expert; Manager Web Communications; Editorial office; Content Marketing; Digital Consulting

Why to study this program?

The world is changing rapidly as a result of digitalisation, globalization, web connectivity and social media, making it an exciting time to study digital media and communication.

The program enables students to anticipate the challenges and opportunities of an increasingly digital society. The digital literacy approach allows you to become an expert with highly valued skills.

Sofia University “St. Kliment Ohridski” is ranked 1st in Bulgaria in the field of Journalism and Mass Communication.

Program details

The taught course takes place within three semesters and involves lectures, seminars, tutorials and case-study work. The training and teaching materials are in English.

Professional qualification: Master of Digital Media and Communication.

*Admission requirements:* The master’s program is open to students with Bachelor’s and Master’s degrees in Journalism, Public Relations, Book Publishing; Sociology; Anthropology; Cultural sciences; Philosophy: Politology; Social Activities; Law; Administration and management; Economics; Philology; Philosophy).

Candidates with an overall grade from the diploma for completed higher education, not lower than good, are accepted for training in the master’s programs of the FJMC. The master’s programs start with a minimum number of 15 students per group.