



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: **Journalism**

Master's Program: **Talent's Producing and Creative Industry**

Ф	Ж	Ж	2	1	2	2	2	1
---	---	---	---	---	---	---	---	---

Form of study: **part-time**

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

Professional Qualification: **Master of Talent's Producing and Creative Industry**

Qualification description

Specialty: JOURNALISM

Master's Program: TALENT'S PRODUCING AND CREATIVE INDUSTRY

1. Focus, educational goals

The Master's Program of "Talent's Producing and Creative Industry" encompasses key aspects in two important fields of public communication – talent's producing and creative industry. The dynamically developing audio and visual market requires quality, competitiveness and flexibility in the possibilities for career and business development according to the specifics of creative industries. In this regard, students that are trained in this Master's Degree Program will acquire specialized knowledge of producing of products and content for a multiplatform presentation in the digital medium, of management, organization and communication of events and PR campaigns, and of the creative specifics of creative industry.

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

Disciplines, which are included in the curriculum of this Master's Program, are focused on several interdisciplinary fields – they encompass key stages of realization of creative industry's products: from the idea through business models, characteristics of all structural and technological links, regulation and copyright to distribution. Theoretical disciplines review the particularities and different aspects of public communication. Specialized topics on the functioning of the audio and visual sector are included. Specialized training is directed toward acquisition of instrumental skills for producing of information and entertainment radio- and TV formats and sports events, and for acquisition of specific skills in the field of image techniques, budget making, creation of multimedia projects. The acquisition of such specialized competency is a required stable base and advantage for prestigious positions in the market relations and the labor market in the field of the audio and visual producing.

3. Professional competencies

When graduation from the Program, it is expected that the graduating students will be able to understand the key characteristics of the system of public communication and creative industry; to differentiate between specific particularities of media and the audio and visual medium; to recognize corporate and management policies, processes and decisions, the stages of producing and mechanisms of regulation of creative industry; to be informed about the mechanisms of functioning of the system of public communication and about the trends in its development in the conditions of contemporary information technologies and globalization processes.

4. Professional development

Graduating students of the Master's Program of "Talent's Producing and Creative Industry" will be able to develop as authors, editors, producers and managers of different managerial levels in the press, radio, television, online media, book publishing. They will also have the necessary knowledge and skills for organization of events and PR campaigns. Disciplines from this curriculum create the necessary base for competitiveness of Master's Degree students in the field of creative industry.

Ф Ж Ж 2 1 2 2

код на спец.

Major in "Journalism" / Master's Program "Talent's Producing and Creative Industry"

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	2	4	2	Media Convergence	C	1	3	90	15	0		15+0	E
2	3	2	4	4	Media Regulation	C	1	4	120	20	0		20+0	E
3	3	4	7	2	Financing of Culture Industries	C	1	4	120	20	0		20+0	E
4	3	3	0	2	Intellectual Property Law	C	1	3	90	0	15		0+15	E
5	3	2	6	4	Multimedia Projects	C	1	6	180	10	15		10+15	CA
6	3	3	1	1	Producing of Television Informational Formats	C	1	4	120	20	0		20+0	CA
7	3	3	1	0	Producing in Radio	C	1	6	180	0	25		0+25	CA
8	3	1	9	8	Creative Business	C	2	2	60	30	0		30+0	E
9	3	2	0	1	Creative Image Techniques	C	2	1	30	25	0		25+0	E
10	3	1	2	4	Digital Marketing Communications	C	2	2	60	25	0		25+0	E
11	3	2	8	0	Organization of Events and Public Relations Campaigns	C	2	3	90	15	30		15+30	E
12	3	2	7	9	Organization of a Radio Station	C	2	1	30	20	0		20+0	E
13	3	4	1	3	Financing and Budgets of Media Organizations	C	2	1	30	15	0		15+0	CA
14	3	3	1	2	Producing of Television Commercial Formats	C	2	4	120	30	30		30+30	CA

Elective Courses – *the selected disciplines must carry at least 1 credit*

1	И	2	8	8	Writing of a Research Project	E	2	1	30	15	0		15+0	CA
2	И	2	9	7	Public Relations and Media Organization of Sport Events	E	2	1	30	15	0		15+0	CA
3	И	5	2	1	Corporate Producing	E	2	1	30	15	0		15+0	CA

4	И	5	2	2	Producing History and Communications	E	2	1	30	15	0		15+0	CA
5	И	2	1	1	Culture of Speech	E	2	1	30	15	0		15+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 "Journalism" / Master's Program "Talent's Producing and Creative Industry"
 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	140	30	7	220	14	7																											
Min. of elective courses				15	1	1																											
Study Practices																																	
Total:	140	30	7	235	15	8																											

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 Talent's Producing and Creative Industry