



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: **Public Relations**

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Form of study: **part-time**
Duration of training (number of semesters): **three**

Professional Qualification: **Master of Public Relations**

Qualification description

Specialty: PUBLIC RELATIONS

Master's Program: PUBLIC RELATIONS

1. Focus, educational goals

The Master's Program of "Public Relations" has an aim to prepare highly qualified specialists in the field of public relations, public communications and advertisement both theoretically and with regards to the acquisition of practical skills for effective execution of different tasks in the field of contemporary communication impacts. The Program envisions acquisition on the part of the students of the necessary knowledge and experience for accomplishment of the functions of communication experts in the field of Public Relations, advertisement, social networks, crisis communication, business communication, corporate communication, consulting, etc. The curriculum of this Master's Program encompasses a balanced study of all important disciplines – both theoretical disciplines that ensure fundamental knowledge, and practically oriented disciplines that create professional habits – all of them are necessary for the acquisition of in-depth knowledge of all aspects of public relations as an even more imposing form of public communication and as a preferred field of professional activity.

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

The Master's Program of Public Relations ensures fundamental training in the field of communication, public relations, advertisement, and integrated marketing communications. The future Masters of Public Relations acquire new knowledge and skills for the social, social-psychological, and other factors that are necessary for the maintenance of understanding and trust between organizations and their audiences. Students in this Program acquire a clear notion about the strategies and tactics, which are used by Public Relations specialists, to create effective campaigns. They also acquire skills to react in a timely manner to real or reputational crises. The Program is also directed at the creation of verbal, visual, and written skills of the students for effective communication in social groups or organizations – institutes, online communities, health institutions, commercial companies, government agencies, educational institutions or media. The Program also gives knowledge of the ethical principles that stand in the foundations of Public Relations specialist's profession, it actively supports future professionals for their further development in the field of public communication. A special place in this training is reserved for the creation and development of public relations and of the changes in PR after the emergence of digital communication technologies.

3. Professional competencies

The Master's Program gives to the students the necessary theoretical knowledge and professional skills in the field of the contemporary dimensions of public relations, marketing communications, and advertisement. The training aims to create professional competencies that guarantee the successful further development of the students. Among these competencies are: notion for communicativeness, building of skills for team work, work with media, habits for planning and organization of advertising, media and information campaigns, usage of knowledge in the field of political marketing, planning and conduction of campaigns; processing, analysis and storage of socially important information, knowledge of the mechanisms, through which are functioning the contemporary media and institutions that deal with public relations, image building, qualification in the integrated marketing communications, and the skillful usage of methods for research of public opinion. Among the important professional competencies of the future Master degree holders, which give them confidence in the effectiveness of their training, is also broad knowledge in the field of graphic design, social interactions, professional ethics, intercultural communication and theory of communication.

4. Professional development

The Program aims to prepare qualified specialists in response to the needs of the labor market of professionals with knowledge, skills and competencies in the field of public relations in their different professional manifestations. The proposed Master's Program prepares specialists that can develop as specialists in PR agencies, employees in advertising agencies, managers of PR and advertising departments of corporations and institutions, qualified employees in the marketing departments of different corporations, health organizations, companies and online agencies, press agencies of private and state organizations. Other fields of professional development of the Master's Degree students are informational-creative and informational-management fields, the field of academic communication, the field of crisis communication, advertisement and marketing communications, the fields of consulting and information services, of political PR, of analytical and informational activities, the field of academic researches of public relations, etc.

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Major in "Public Relations" / Master's Program "Public Relations"

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	3	9	5	Theory of Mass Communication	C	1	6	180	30	0		30+0	E
2	3	6	3	9	Technologies of Public Relations	C	1	6	180	30	0		30+0	E
3	3	4	0	2	Persuasive Communication	C	1	6	180	30	0		30+0	E
4	3	3	5	6	Sociology	C	1	6	180	30	0		30+0	E
5	3	3	5	3	Social Psychology	C	1	3	90	20	0		20+0	E
6	3	3	9	6	Theory of Advertisement	C	1	3	90	20	0		20+0	CA
7	3	2	5	7	Methods of Mass Communication Research	C	2	5	150	30	0		30+0	E
8	3	2	7	3	New Media	C	2	5	150	30	0		30+0	E
9	3	2	2	7	Marketing	C	2	5	150	30	0		30+0	E
10	3	3	3	1	Editing	C	2	3	90	20	0		20+0	E
11	3	2	6	5	Ethno-Psychology	C	2	3	90	20	0		20+0	E
12	3	1	3	7	Ethics and Communication	C	2	5	150	30	0		30+0	CA
13	3	1	5	6	Integrated Marketing Communications	C	3	2	60	30	0		30+0	E
14	3	3	6	5	Strategies and Tactics of Public Communication	C	3	2	60	30	0		30+0	E
15	3	2	9	9	Public Relations in a Time of Crisis	C	3	2	60	30	0		30+0	E
16	3	3	4	7	Semiotics and Advertisement	C	3	1	30	20	0		20+0	E
17	3	1	2	0	Graphic Design	C	3	2	60	30	0		30+0	E
18	3	1	4	9	Image Building	C	3	2	60	30	0		30+0	CA

Elective Courses – selected disciplines must carry at least 8 credits (4 credits from the second semester and 4 credits from the third semester)

1	И	1	7	0	History of Advertisement	E	2	4	120	30	0		30+0	CA
2	И	2	2	5	Minorities and Public Relations	E	2	4	120	30	0		30+0	CA
3	И	2	5	5	Management of the Advertisement in the Integrated Marketing Communications	E	2	4	120	30	0		30+0	CA
4	И	1	8	5	Communicative Skills (Press)	E	3	2	60	30	0		30+0	CA
5	И	1	8	6	Communicative Skills (Radio)	E	3	2	60	0	30		0+30	CA
6	И	1	8	7	Communicative Skills (Television)	E	3	2	60	0	30		0+30	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 "Public Relations"
 Educational Form: part-time, Educational Period: 3 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	160	30	6	160	26	6	170	11	6																								
Min. of elective courses				30	4	1	60	4	2																								
Study Practices																																	
Total:	160	30	6	190	30	7	230	15	8																				580	75	21		

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 Public Relations