



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 "Bachelor"

Specialty: **Communication Management**

Ф	Ж	М	0	4	0	1	2	2
---	---	---	---	---	---	---	---	---

Form of study: **full-time**

Duration of training (number of semesters): **eight (240 credits)**

Professional Qualification: **Bachelor of Communication Management**

Qualification description

Specialty: *COMMUNICATION MANAGEMENT*

1. Focus, educational goals

Communication Management is a specialty that gives to the Bachelor degree students knowledge and skills in the field of communications, journalism, audio and visual media. The students study also economics in the field of management of organizations, which create informational and media content. The students study also law and copyright in the field of creation and distribution of information; public communications and information sciences considering the particularities of the audience and of the content users. The aim is to respond to the needs of the new market environment of labor that characterizes with a reinforced diffusion of knowledge, new competencies and the announcement of new working positions. The quick development of communication technologies and the merging of different industries (media, audio and visual industry, digital and mobile communications) lead to market development and new in their nature requirements toward the announced working positions on the market.

The educational service provided through this specialty is accordant to a number of international documents and qualifications (e.g. the International Standard Classification of Educations – Fields of education and training, ISCED F-2013). This guaranteed its effectivity when it comes to its educational goals and professional development.

According to the National Qualification Framework of Republic of Bulgaria the specialty belongs to the Educational and Qualification sub-level 6B. Bachelor, which corresponds to the First Cycle in the Qualification Degree of the European Higher Education Area.

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

The aim of the training is to prepare highly qualified specialists on strategic management of communications (communication management) – management of communication campaigns, of certain user groups. Students acquire skills for the usage of the specifics of different digital information and communicational platforms, as well as skills to create and manage informational and media content.

The creation and distribution of media content is usually a part of the strategic priorities of firms and organizations, media corporations, state institutions, newly created companies, etc. This activity is part of the obligations of the middle and high management of firms and organizations. Specialists with the according knowledge and skills in the field of communication management are being sought for participating in the making of communication strategies, for creation and management of information and media content. The training includes also disciplines that allow the specialists, who graduated from this specialty, to have good general knowledge and proved communicative skills that are adaptable to the specifics of communication in different social spheres.

General theoretical training

The specialty requires training on theory and methodic of communications (media and information literacy, persuasion and social influence, strategic communications and communication management, etc.), theory and basic knowledge in the field of general and specialized law, economics and finances, theory and methodic of different fields of information and media sciences (communication design, content management and copywriting, etc.).

Specialized training

The study disciplines prepare the future communication manager in the context of the world trends for creation of information, audio and visual products and media content, for work in digital medium, for improving of the digital and informational literacy, for creation of communication strategies, work with facts and data in digital medium, image creation, etc.

Knowledge

Students will obtain specialized and systematic knowledge of media and communications, of management and financing of communication campaigns, of critical analysis in the field of public communications and information sciences.

2. Professional competencies

Students will obtain the skills of a communication manager: skills to create communication strategy; to be flexible in decision making processes in a dynamic and complex communication medium; to cope with the speed and volume of the information streams; to be able to use big data and algorithms for communication; to communicate and balance managing processes. They will have the competency to work in teams that took managerial decisions; they will be able to manage content and profiles in social networks. They will have basic economic and legal knowledge of creation and management of information and will be able to create informational and media content as well as analyzing the sociological data for the media market, etc.

3. Professional development

Positions that could be taken by the graduating specialists are: communication specialists; strategic communications managers; political and international communications managers; leading positions in the content creation business; creators of data and metadata bases and informational platforms; consultants on communication policies and strategies; experts on communication planning. The Bachelor of communication management is prepared for development in the middle and high levels of communication and content management in different organizations.

Bachelors, who graduated from this specialty, could develop their education in the Educational and Qualification degree "Master" at universities in Bulgaria and abroad.

Ф Ж М 0 4 0 1

код на спец.

Major in "Communication Management" - Bachelor degree, full-time

for the class starting in 2022-2023 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	6	9	2	Strategic Communications	C	1	7	210	45	15	0	3+1+0	CEV
2	3	5	5	3	Constitutional Law	C	1	6	180	30	0	0	2+0+0	E
3	3	5	4	7	Philosophy of Communication	C	1	6	180	30	0	0	2+0+0	E
4	3	5	4	3	Building of Communication Effects	C	1	7	210	45	15	0	3+1+0	CEV
5	3	5	5	7	Media Ecosystem	C	2	8	240	45	15	0	3+1+0	E
6	3	5	5	8	Media and Informational Literacy	C	2	7	210	45	0	0	3+0+0	CA
7	3	5	8	9	Management of Information Resources	C	2	8	240	45	15	0	3+1+0	CEV
8	3	5	8	8	Persuasion and Social Influence	C	3	6	180	45	15	0	3+1+0	CEV
9	3	5	5	1	Communication Techniques and Skills	C	3	6	180	45	15	0	3+1+0	E
10	3	5	4	9	Communication Design	C	3	7	210	45	15	0	3+1+0	CEV
11	3	5	3	6	Introduction to micro- and macroeconomics	C	3	6	180	45	15	0	3+1+0	E
12	3	6	9	3	Means of Expression in the Audio-Visual Production	C	4	6	180	45	15	0	3+1+0	E
13	3	5	4	8	Communications and World Media	C	4	6	180	45	15	0	3+1+0	E
14	3	5	5	4	Content Marketing	C	4	6	180	45	15	0	3+1+0	E
15	3	6	4	2	Brand and Corporate Identity	C	4	5	150	45	0	0	3+0+0	E
16	3	5	3	8	Diffusion of Media Content	C	5	6	180	45	15	0	3+1+0	CEV
17	3	5	5	9	International Economics	C	5	6	180	45	15	0	3+1+0	E
18	3	5	5	6	Cultural and Historical Relationships and Media Content	C	5	6	180	45	15	0	3+1+0	E
19	3	5	8	1	Public Law Aspects of Information	C	5	4	120	45	0	0	3+0+0	E
20	3	5	6	1	Mobile Communications	C	5	6	180	45	15	0	3+1+0	E
21	3	5	4	4	Image in a Digital Medium	C	6	5	150	45	15	0	3+1+0	E
22	3	5	9	0	Management of Mass Perceptions	C	6	5	150	45	15	0	3+1+0	E
23	3	5	9	2	Management of Media Content	C	6	6	180	45	15	0	3+1+0	E
24	3	5	8	2	Work with Facts and Data in a Digital Medium	C	6	5	150	45	15	0	3+1+0	CEV
25	3	5	9	5	Management of Producer Projects	C	7	6	180	45	15	0	3+1+0	CEV
26	3	6	9	4	Management of Media Organizations	C	7	6	180	30	30	0	2+2+0	CA
27	3	6	4	3	Political Communication	C	7	6	180	45	15	0	3+1+0	E
28	3	5	8	4	Reading Strategies	C	7	6	180	45	15	0	3+1+0	CEV

29	3	5	0	3	Corporate Communication	C	8	6	180	30	15	0	2+1+0	E
30	3	5	9	4	Management of Programs and Projects	C	8	3	90	30	0	0	2+0+0	E
31	3	5	8	0	Entrepreneurship and Innovations	C	8	3	90	30	0	0	2+0+0	E
32	3	5	9	3	Management of the Music Industry in Digital Environment	C	8	3	90	30	0	0	2+0+0	CA

Elective Courses

In the first semester the chosen disciplines must carry at least 4 credits

1	И	5	4	6	Computer Technologies (Practice)	E	1	4	120	0	30	0	0+2+0	CA
2	И	6	4	4	English - Specialized Terminology - 1	E	1	4	120	0	30	0	0+2+0	CA

In the second semester the chosen disciplines must carry at least 6 credits

3	И	5	9	1	Management of an Advertising Agency (Practice)	E	2	6	180	0	45	0	0+3+0	CA
4	И	5	8	6	Strategic Planning of Campaigns (Practice)	E	2	6	180	0	45	0	0+3+0	CA

In the third semester the chosen disciplines must carry at least 5 credits

5	И	6	9	7	Functions of the Institutional and Political Speaker	E	3	5	150	30	0	0	2+0+0	CA
6	И	6	4	8	Fundamentals of Public Relations	E	3	5	150	30	0	0	2+0+0	CA
7	И	6	4	5	English - Specialized Terminology - 2	E	3	5	150	0	30	0	0+2+0	CA

In the fourth term the chosen disciplines must carry at least 6 credits

8	И	5	5	5	Culture and Regional Identity	E	4	6	180	45	15	0	3+1+0	CA
9	И	5	9	7	Finances and Financial Management	E	4	6	180	45	15	0	3+1+0	CA

In the fifth semester the chosen disciplines must carry at least 2 credits

9	И	5	6	5	Political Leadership in Europe	E	5	2	60	30	0	0	2+0+0	CA
10	И	5	6	0	International Relations	E	5	2	60	30	0	0	2+0+0	CA
11	И	6	4	6	English - Specialized Terminology - 3	E	5	2	60	0	30	0	0+2+0	CA

In the sixth semester the chosen disciplines must carry at least 8 credits

12	И	6	9	6	Audio and Visual Formats in Social Media (Practice)	E	6	4	120	0	30	0	0+2+0	CA
13	И	5	6	2	Writing and Content Creation in Digital Communications (Practice)	E	6	4	120	0	30	0	0+2+0	CA
14	И	5	3	9	Documentary Content in a Digital Medium (Practice)	E	6	4	120	0	30	0	0+2+0	CA
15	И	5	4	5	Information and News in Digital Platforms (Practice)	E	6	4	120	0	30	0	0+2+0	CA

In the seventh semester the chosen disciplines must carry at least 6 credits

16	И	6	7	8	Communication of Public Policies	E	7	3	90	0	30	0	0+2+0	CA
17	И	5	5	2	Communication of Sports Event	E	7	3	90	30	0	0	2+0+0	CA
18	И	5	3	7	Gaming and Gaming Industry	E	7	3	90	30	0	0	2+0+0	CA
19	И	6	4	7	English - Specialized Terminology - 4	E	7	3	90	0	30	0	0+2+0	CA

In the eighth semester the chosen disciplines must carry at least 5 credits

20	И	5	6	6	Legal Regime of the Access and Protection of Information	E	8	5	150	30	15	0	2+1+0	CA
21	И	1	0	0	Copyright and Intellectual Property	E	8	5	150	30	15	0	2+1+0	CA

Optional Disciplines														
1	Φ	0	0	8	Sports - 1	O	1	4	120	0	0	60	0+0+4	E
2	Φ	0	0	9	Sports - 2	O	2	4	120	0	0	60	0+0+4	E
3	Φ	0	1	0	Sports - 3	O	3	4	120	0	0	60	0+0+4	E
4	Φ	0	1	1	Sports - 4	O	4	4	120	0	0	60	0+0+4	E
5	Φ	0	3	6	Writing of a Bachelor thesis/ scientific writing for graduating students	O	8	2	60	30	0	0	2+0+0	CA

Compulsory Courses for Foreign Students*														
1	3	1	1	2	Bulgarian for Foreigners - 1	C	1	6	180	0	60	0	0+4+0	Cont.
2	3	1	1	2	Bulgarian for Foreigners - 1	C	2	6	180	0	60	0	0+4+0	CA
3	3	1	1	2	Bulgarian for Foreigners - 2	C	3	6	180	0	60	0	0+4+0	Cont.
4	3	1	1	2	Bulgarian for Foreigners - 2	C	4	6	180	0	60	0	0+4+0	CA

Study Practice

No	Code			Practice Title	Type - C, E, O	Term	ECTS - credits	Weeks	Hours	Type of evaluation* - E, CA, CEV
1	3	2	2	2	Summer Educational Practice - 1	C	2	1	90	CA
2	3	2	2	2	Summer Educational Practice - 2	C	4	1	90	CA
3	3	2	2	2	Summer Educational Practice - 3	C	6	1	90	CA

Graduation

Form of a degree completion	ECTS - credits	First thesis defence session	Second thesis defence session
Thesis Defence	10	July	November

* The obtained credits are added as optional to the reglamented 240 credits for the Educational and Qualification Degree "Bachelor".

Sofia University "St. Kliment Ohridski"
Curriculum Reference Statement
 "Communication Management" Major
 Educational Form: full-time, Educational Period: 8 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			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
Compulsory Courses	180	26	4	165	23	3	240	25	4	225	23	4	285	28	5	240	21	4	240	24	4	135	15	4	1710	185	32
min. of elective courses	30	4	1	45	6	1	30	5	1	60	6	1	30	2	1	60	8	2	60	6	2	45	5	1	360	42	10
Study Practices				90	1	1				90	1	1				90	1	1							270	3	3
Total:	210	30	5	300	30	5	270	30	5	375	30	6	315	30	6	390	30	7	300	30	6	180	20	5	2340	230	45

Form of a degree completion	ECTS - credits	number of classes for preparation	First thesis defence session	Second thesis defence session
Thesis Defence	10		July	November

Acquired professional qualification: Bachelor of Communication Management