



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**

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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 Bachelor Degree students knowledge and skills in the field of communication, journalism, the audio-vision and the media. Students are also taught economics in the sphere of the management of organizations that create information and media content; law and intellectual rights in the field of the creation and distribution of information; public communications and information sciences with consideration of the audience’s specifics and content users. The aim is to find a response to the new labor environment, which characterizes itself with a stronger diffusion of knowledge, new competencies and the announcement of new job positions. The quick development of communication technologies and the unification of different industries (media, audio-vision, digital and mobile communications) lead to market development and to new in their essence requirements to the job positions that are available on the labor market.

The educational service that is given through this specialty is coordinated with various international documents and classifications (e.g. The International Standard Classification of Education (ISCED F-2013) and guarantees its effectiveness when it comes to educational goals and professional realization.

According to the National qualification framework of Republic of Bulgaria this specialty belongs to the educational and qualification sub-level 6B, which corresponds to the First Cycle of the Qualification framework of the European Higher Education Area.

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

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

The creation and distribution of media content usually is a part of the strategic priorities of firms and organizations, of media corporations, state institutions, newly created companies, etc. This activity is part of the obligations of the middle and high management authorities of the firms and organizations. Specialists with the corresponding knowledge and skills in the field of communication management are sought for creation of communication strategies, for the creation and management of information and its content. The training also includes disciplines that allow specialists, graduated in this specialty, to have different knowledge and high general knowledge, as well as proven communicative skills that are applicable to the specifics of communication in different social spheres.

General theoretical training

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

Special training

The study disciplines prepare the future communication manager in the context of the world trends of content creation, audiovisual products and media content, for work in digital environment, for increase of the digital and information literacy, for creation of communication strategies, work with facts and data in digital environment, image building, etc.

Knowledge

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

This specialty graduates could continue their training in the educational and qualification degree “Master” at universities in Bulgaria and abroad.

3. Professional and general competencies, specific competencies

The students will have the skills of the communication manager: to create communication strategy; to have flexibility when making decisions in a dynamic and complicated communication environment; to deal with the speed and amount of information streams; to be able to use big data and algorithms for communication; to communicate and balance management processes. They will have the competency to participate in teams that take managerial decisions; they will be able to work as the management of content and profiles in social networks; they will have basic economic and legal knowledge of creation and management of information; they will be able to create information and media content and to analyze the sociological data on the media market, etc.

4. Professional development (according to the National classification of professions and positions in the Republic of Bulgaria/ international classifications and according to the position of the future specialist in the national qualification framework for high education and the European qualifications framework)

The positions that could be taken by the graduated students are: communication specialists; strategic communication managers; political and international campaign managers; managerial positions in the content business; creators of data bases, meta data and information platforms; consultants for communication policies and strategies; experts on communication planning. The holder of Bachelor Degree in Communication Management is prepared for realization in the middle and high levels of communications and content management in different organizations.

According to the National classification of professions and jobs in Republic of Bulgaria (2011), the Bachelor Degree graduates could take the following positions: 2431 Specialists on advertising and marketing; 1213 Managers of policies and strategic planning; 1330 Managers in the field of information and communication technologies, 2642 All professions linked to the strategic communications and presentation, report and analysis of news and public events through media.

ФЖМ0401

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

for the class starting in the 2024-2025 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	Extracurricular Activity		
1	2	3	4	5	6	7	8	9	10	11	12	13

Compulsory Courses

1	3 6 9 2	Strategic Communications	C	1	7	210	45	15	0	150	3+1+0	CEV
2	3 5 5 3	Constitutional Law	C	1	6	180	30	0	0	150	2+0+0	E
3	3 5 4 7	Philosophy of Communication	C	1	6	180	30	0	0	150	2+0+0	E
4	3 5 5 8	Media and Informational Literacy	C	1	7	210	45	0	0	165	3+0+0	CA
5	3 5 5 7	Media Ecosystem	C	2	8	240	45	15	0	180	3+1+0	CEV
6	3 5 4 3	Building of Communication Effects	C	2	8	240	45	15	0	180	3+1+0	CEV
7	3 7 6 6	Building of Audio and Visual Narrative	C	2	7	210	30	30	0	150	2+2+0	CEV
8	3 5 8 8	Persuasion and Social Influence	C	3	6	180	45	15	0	120	3+1+0	CEV
9	3 5 5 1	Communication Techniques and Skills	C	3	6	180	45	15	0	120	3+1+0	CEV
10	3 5 4 9	Communication Design	C	3	6	180	45	15	0	120	3+1+0	CEV
11	3 5 5 5	Culture and Regional Identity	C	3	4	120	30	15	0	75	2+1+0	E
12	3 5 3 6	Introduction to Micro- and Macroeconomics	C	3	5	150	45	15	0	90	3+1+0	E
13	3 6 9 3	Means of Expression in the Audio-Visual Production	C	4	5	150	45	15	0	90	3+1+0	CEV
14	3 5 4 8	Communications and World Media	C	4	5	150	45	15	0	90	3+1+0	CEV
15	3 5 5 4	Content Marketing	C	4	5	150	45	15	0	90	3+1+0	CEV
16	3 5 8 9	Management of Information Resources	C	4	5	150	45	15	0	90	3+1+0	CEV
17	3 6 4 2	Brand and Corporative Identity	C	4	4	120	45	0	0	75	3+0+0	E
18	3 5 3 8	Diffusion of Media Content	C	5	5	150	45	15	0	90	3+1+0	CEV
19	3 5 5 9	International Economics	C	5	5	150	45	15	0	90	3+1+0	E
20	3 5 5 6	Cultural and Historical Relationships and Media Content	C	5	5	150	45	15	0	90	3+1+0	CEV
21	3 5 8 4	Reading Strategies	C	5	5	150	45	15	0	90	3+1+0	CEV
22	3 5 8 1	Public Law Aspects of Information	C	5	3	90	30	0	0	60	2+0+0	E
23	3 5 6 1	Mobile Communications	C	5	4	120	30	15	0	75	2+1+0	E

24	3	5	4	4	Image in a Digital Environment	C	6	5	150	45	15	0	90	3+1+0	E
25	3	5	9	0	Management of Mass Perceptions	C	6	5	150	45	15	0	90	3+1+0	CEV
26	3	5	9	2	Management of Media Content	C	6	6	180	45	15	0	120	3+1+0	CEV
27	3	5	8	2	Work with Facts and Data in Digital Environment	C	6	5	150	45	15	0	90	3+1+0	CEV
28	3	5	9	5	Management of Producer Projects	C	7	7	210	45	15	0	150	3+1+0	CEV
29	3	6	9	4	Management of Media Organizations	C	7	6	180	30	30	0	120	2+2+0	CEV
30	3	6	4	3	Political Communication	C	7	7	210	45	15	0	150	3+1+0	CEV
31	3	5	0	3	Corporate Communication	C	8	6	180	30	15	0	135	2+1+0	E
32	3	5	9	4	Management of Programs and Projects	C	8	3	90	30	0	0	60	2+0+0	E
33	3	5	8	0	Entrepreneurship and Innovations	C	8	3	90	30	0	0	60	2+0+0	E
34	3	5	9	3	Management of the Music Industry in Digital Environment	C	8	3	90	30	0	0	60	2+0+0	CA

Elective Courses

In the first term the selected disciplines must carry at least 4 credits															
1	И	5	4	6	Computer Technologies (Practice)	E	1	4	120	0	30	0	90	0+2+0	CA
2	И	6	4	4	English - Specialized Terminology - 1	E	1	4	120	0	30	0	90	0+2+0	CA
In the second term the selected disciplines must carry at least 6 credits															
3	И	5	9	1	Management of a Media Agency (Practice)	E	2	6	180	0	45	0	135	0+3+0	CA
4	И	5	8	6	Strategic Planning of Campaigns (Practice)	E	2	6	180	0	45	0	135	0+3+0	CA
In the third term the selected disciplines must carry at least 3 credits															
5	И	6	9	7	Functions of the Institutional and Political Speaker	E	3	3	90	30	0	0	60	2+0+0	CA
6	И	6	4	8	Fundamentals of Public Relations	E	3	3	90	30	0	0	60	2+0+0	CA
7	И	6	4	5	English - Specialized Terminology - 2	E	3	3	90	0	30	0	60	0+2+0	CA
In the fourth term the selected disciplines must carry at least 5 credits															
8	И	5	4	1	Digital Literature and Cyber Culture	E	4	5	150	45	15	0	90	3+1+0	CA
9	И	5	9	7	Finances and Financial Management	E	4	5	150	45	15	0	90	3+1+0	CA
In the fifth term the selected disciplines must carry at least 3 credits															
10	И	5	6	5	Political Leadership in Europe	E	5	3	90	30	0	0	60	2+0+0	CA
11	И	5	6	0	International Relations	E	5	3	90	30	0	0	60	2+0+0	CA
12	И	6	4	6	English - Specialized Terminology - 3	E	5	3	90	0	30	0	60	0+2+0	CA
In the sixth term the selected disciplines must carry at least 8 credits															
13	И	6	9	6	Audio-visual Formats in Social Media (Practice)	E	6	4	120	0	30	0	90	0+2+0	CA

14	И	5	6	2	Writing and Content Creation in Digital Communication (Practice)	E	6	4	120	0	30	0	90	0+2+0	CA
15	И	5	3	9	Documental Content in a Digital Medium (Practice)	E	6	4	120	0	30	0	90	0+2+0	CA
16	И	5	4	5	Information and News in Digital Platforms (Practice)	E	6	4	120	0	30	0	90	0+2+0	CA
In the seventh term the selected disciplines must carry at least 10 credits															
17	И	6	7	8	Communication of Public Policies	E	7	5	150	0	30	0	120	0+2+0	CA
18	И	5	5	2	Communication of Sport Events	E	7	5	150	30	0	0	120	2+0+0	CA
19	И	5	3	7	Gaming and Gaming Industry	E	7	5	150	30	0	0	120	2+0+0	CA
20	И	6	4	7	English - Specialized Terminology - 4	E	7	5	150	0	30	0	120	0+2+0	CA
In the eighth term the selected disciplines must carry at least 5 credits															
21	И	5	6	6	Law Regime of the Access and Protection of Information	E	8	5	150	30	15	0	105	2+1+0	CA
22	И	1	0	0	Copyright and Intellectual Property	E	8	5	150	30	15	0	105	2+1+0	CA

Optional Diciplines															
1	Ф	0	0	8	Sports - 1	O	1	4	120	0	0	60	60	0+0+4	E
2	Ф	0	0	9	Sports - 2	O	2	4	120	0	0	60	60	0+0+4	E
3	Ф	0	4	6	Media Management	O	2	2	60	30	0	0	30	2+0+0	CA
4	Ф	0	5	0	Politics and Media in the Middle East	O	2	2	60	30	0	0	30	2+0+0	CA
5	Ф	0	1	0	Sports - 3	O	3	4	120	0	0	60	60	0+0+4	E
6	Ф	0	4	5	Contemporary Provocations of Communication	O	3	2	60	0	30	0	30	0+2+0	CA
7	Ф	0	1	1	Sports - 4	O	4	4	120	0	0	60	60	0+0+4	E
8	Ф	0	4	8	Children and the Media - A Guide to Ethical Coverage	O	4	2	60	0	30	0	30	0+2+0	CA
9	Ф	0	3	6	Writing of a Bachelor thesis/ Scientific Writing for Graduating Students	O	8	2	60	30	0	0	30	2+0+0	CA

Compulsory Disciplines for Foreign Students*															
1	3	1	1	2	Bulgarian for Foreigners - 1	C	1	6	180	0	60	0	120	0+4+0	Cont.
2	3	1	1	2	Bulgarian for Foreigners - 1	C	2	6	180	0	60	0	120	0+4+0	CA
3	3	1	1	2	Bulgarian for Foreigners - 2	C	3	6	180	0	60	0	120	0+4+0	Cont.
4	3	1	1	2	Bulgarian for Foreigners - 2	C	4	6	180	0	60	0	120	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	3	2	1	90	CA
2	3	2	2	2	Summer Educational Practice - 2	3	4	1	90	CA
3	3	2	2	2	Summer Educational Practice - 3	3	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".

Successfully taken exams in the Erasmus+ Program during a period of outgoing academic mobility of students at FJMC are accepted and included in the diploma instead of or along with the elective courses, which are a part of the curriculum.

Sofia University "St. Kliment Ohridski"
Curriculum Reference Statement
 Major in "Communication Management"
 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			IX Term			X Term			Total		
	Course Load (number of classes)	ECTS – credits	number of grades	Course Load (number of classes)	ECTS – credits	number of grades	Course Load (number of classes)	ECTS – credits	number of grades	Course Load (number of classes)	ECTS – credits	number of grades	Course Load (number of classes)	ECTS – credits	number of grades	Course Load (number of classes)	ECTS – credits	number of grades	Course Load (number of classes)	ECTS – credits	number of grades	Course Load (number of classes)	ECTS – credits	number of grades	Course Load (number of classes)	ECTS – credits	number of grades	Course Load (number of classes)	ECTS – credits	number of grades	Course Load (number of classes)	ECTS – credits	number of grades
Compulsory Courses	165	26	4	180	23	3	285	27	5	285	24	5	315	27	6	240	21	4	180	20	3	135	15	4							1785	183	34
min. of elective courses	30	4	1	45	6	1	30	3	1	60	5	1	30	3	1	60	8	2	60	10	2	45	5	1							360	44	10
Optional Courses																																	
Training practices				90	1	1				90	1	1				90	1	1													270	3	3
Total:	195	30	5	315	30	5	315	30	6	435	30	7	345	30	7	390	30	7	240	30	5	180	20	5							2415	230	47

number of classes

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

Acquired professional qualification: Bachelor of Communication Management