



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: **Advertisement and Public Communication**

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Form of study: **part-time**

Duration of training (number of semesters): **two (60 credits)**

Professional Qualification: **Master of Advertisement and Public Communication**

Qualification description

Specialty: PUBLIC RELATIONS

Master's Program: ADVERTISEMENT AND PUBLIC COMMUNICATION

1. Focus, educational goals

The master's program provides fundamental training in the field of public relations and advertising. It provides fundamental training in the field of Public relations and advertising. It is aimed at graduates - Bachelors or Masters in "Public Relations", "Communication Management", "Journalism" and "Book Publishing" specialties of the Faculty of Journalism and Mass Communication, as well as to Bachelors and Masters from other specialties of other faculties of Sofia University "St. Kliment Ohridski" and other higher schools.

In such a way, the program offers the training of specialists coming from different scientific, research and professional fields. The educational objectives of the Master's program are aimed at offering quality training and ensuring a balance between theoretical knowledge and practical skills. The Master's program also places special emphasis on some significant aspects of PR and advertising, as well as on their close relationships with the media and journalism. The knowledge that the future students at the Faculty of Journalism and Mass Communication will acquire will provide them with a number of advantages related to mastering leading trends, technologies, tools and strategies that are used in the scientific and professional field of Public relations. The academic disciplines offered are up-to-date and focus both on the theory and practice of the communication specialists. They are particularly suitable for future experts whose searches are aimed at obtaining and deepening knowledge and competences in the field of advertising and public communication. This is one of the oldest active programs of the Faculty of Journalism and Mass Communication of the Sofia University "St. Kliment Ohridski", which is characterized by deep traditions and the attraction of many lecturers from various scientific and practical fields related to Public communication and advertisement. Thus, the aim is to provide in-depth knowledge and expand the practical skills of future specialists in Public relations and advertisement.

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

The master's program provides an opportunity to develop the scientific and theoretical knowledge and professional skills of specialists, while also offering knowledge for closely specialized units in the field of public relations and advertisement. In such a way, public relations and advertising specialists acquire new knowledge and skills about the social, social-psychological, cultural and other factors necessary for the optimal maintenance of understanding and trust both in a certain collective - an institute, a company, a government office, an educational institution or another institution, – as well as between public organizations and the public which they have relationships with. The subjects included in the master's program cover the fundamental principles of content creation and aim to build key competencies in the field of strategic communications. The program focuses on developing skills to design, build and analyze advertising and PR campaigns, as well as effective communication strategies for successfully managing crises and unexpected situations. The training is aimed at familiarizing the students with the ethical and reputational postulates in PR and advertising communication, as well as at mastering the appropriate mechanisms and techniques for achieving success in a dynamic intercultural environment.

Mastering the learning content will help students develop analytical and technical skills and increase their competencies by using the opportunities to develop communication strategies, manage reputational crises, conduct advertising and PR campaigns in traditional and social media. Students will gain knowledge of basic

approaches and methods for researching consumer behavior and achieving the strongest possible communication impact through advertising. They will also learn about various aspects of advertising communication, such as advertising semiotics, marketing and advertising management, intercultural and non-verbal codes in advertisement. Special emphasis is placed on the importance of new technologies and innovations in the field of advertising communication. Thus, the program actively supports public relations specialists for their further professional and scientific realization in the field of advertisement and public communication. The classrooms of FJMC are equipped with the necessary material and technical resources, they meet the requirements for modern training bases, such as multimedia, learning platforms, projectors, necessary for effective and high-quality conduct of the learning process.

3. Professional and general competencies, specific competencies

The acquired skills are applicable in various fields, such as advertising, PR, traditional and digital communications, journalism, copywriting and others. In a dynamic market environment, the ability to quickly adapt to new demands can provide a competitive advantage and reveal more opportunities for success. In the conditions of technological development of communications, mass digitization and emergence of artificial intelligence, the emphasis is put on communication management skills, flexibility and adaptation to new trends and technologies, development of critical and analytical thinking, creation of engaging content, organization of traditional and digital campaigns, performance analysis. All these experiences of the specialists are key for successful implementation in the world of organizations and businesses, as well as for their full realization on the labor market. They will be prepared to work with diverse audiences, paying particular attention to their social and ethno-cultural characteristics. Future communication specialists will learn the necessary competencies for the management of communication processes with different stakeholders and target groups, as well as skills for effective reputation management. The acquired skills are also associated with the possibility of achieving a competitive advantage and maintaining leadership positions in the field of mass communications. The master's program provides the necessary knowledge to future colleagues from the Faculty of Journalism and Mass Communication to anticipate and recognize potential problems, to develop anti-crisis plans, to effectively manage communications in the conditions of unforeseen situations. Students will get to know the methods of making flexible decisions under dynamic changes and circumstances, they will practice techniques for monitoring and analyzing data, they will develop skills for strategic and creative thinking.

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)

Students who complete the master's program can realize themselves as specialists in Public relations and advertisement, as well as in other areas of public communication. According to the National Classification of Professions and Positions in the Republic of Bulgaria, students who have successfully completed the Master's program "Advertisement and Public Communication" are successfully realized as 243 Sales, Marketing and Public Relations Specialists, 2432 Public Relations Specialists. Masters in "Advertisement and Public Communication" can work in various media, public or private organizations, companies, as well as in digital, advertising and PR agencies.

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Specialty in "Public Relations"/ Master's Program "Advertisement and Public Communication" - Part-time (60 credits)

for the class starting in 2024-2025 academic 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 1 9 4 | Communication and Social Change | C | 1 | 4 | 120 | 15 | 8 | 0 | 97 | 15+8+0 | E |
| 2 | 3 7 6 5 | Management in Marketing and Advertising | C | 1 | 5 | 150 | 23 | 7 | 0 | 120 | 23+7+0 | E |
| 3 | 3 2 9 8 | Public relations and Social Conflicts | C | 1 | 2 | 60 | 15 | 0 | 0 | 45 | 15+0+0 | E |
| 4 | 3 1 5 9 | Intercultural Communication | C | 1 | 5 | 150 | 23 | 7 | 0 | 120 | 23+7+0 | E |
| 5 | 3 7 6 3 | Semiotics of Advertisement | C | 1 | 5 | 150 | 23 | 7 | 0 | 120 | 23+7+0 | E |
| 6 | 3 7 6 4 | Traditional and Digital Public Relations | C | 1 | 5 | 150 | 23 | 7 | 0 | 120 | 23+7+0 | E |
| 7 | 3 7 5 8 | Innovations in Advertising Communication | C | 2 | 3 | 90 | 15 | 8 | 0 | 67 | 15+8+0 | E |
| 8 | 3 6 5 4 | Science, Information, Publicity | C | 2 | 3 | 90 | 15 | 8 | 0 | 67 | 15+8+0 | E |
| 9 | 3 1 0 3 | Anti-Crisis Management and Public Relations | C | 2 | 4 | 120 | 15 | 8 | 0 | 97 | 15+8+0 | E |
| 10 | 3 3 4 1 | Rhetorics and Public relations | C | 2 | 2 | 60 | 15 | 0 | 0 | 45 | 15+0+0 | E |
| 11 | 3 7 6 1 | Non-verbal Models in Public Communication | C | 2 | 3 | 90 | 23 | 0 | 0 | 67 | 23+0+0 | E |

Elective Courses – chosen disciplines must carry at least 4 credits

| | | | | | | | | | | | | |
|---|---------|--------------------------------|---|---|---|-----|----|----|---|----|--------|----|
| 1 | И 7 6 0 | Music in Advertisement | E | 1 | 4 | 120 | 23 | 0 | 0 | 97 | 23+0+0 | CA |
| 2 | И 4 6 3 | Events Management | E | 1 | 4 | 120 | 23 | 0 | 0 | 97 | 23+0+0 | CA |
| 3 | И 7 6 2 | Advertising Agency (practicum) | E | 1 | 4 | 120 | 0 | 23 | 0 | 97 | 0+23+0 | CA |
| 4 | И 7 5 9 | Copywriting in Advertisement | E | 1 | 4 | 120 | 0 | 23 | 0 | 97 | 0+23+0 | CA |

Optional Disciplines

| | | | | | | | | | | | | |
|---|---------|------------------------|---|---|---|----|----|---|---|----|--------|----|
| 1 | И 1 0 9 | Business Communication | O | 2 | 2 | 60 | 15 | 0 | 0 | 45 | 15+0+0 | CA |
|---|---------|------------------------|---|---|---|----|----|---|---|----|--------|----|

Graduation

| Form of a degree completion | ECTS - credits | First thesis defence session | Second thesis defence session |
|-----------------------------|----------------|------------------------------|-------------------------------|
| Thesis Defence | 15 | July | November |

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

Specialty in "Public Relations"/ Master's Program "Advertisement and Public Communication"

educational form: Part-time, duration of training 2 semesters (60 credits)

| 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 – кредити | 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) | Number of grades | Number of grades | | | |
| Compulsory Courses | 158 | 26 | 6 | 107 | 15 | 5 | | | | | | | | | | | | | | | | | | | | | | | 265 | 41 | 11 | | |
| Min. of elective courses | 23 | 4 | 1 | | | | | | | | | | | | | | | | | | | | | | | | | 23 | 4 | 1 | | | |
| Optional Courses: | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Study Practices | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Total: | 181 | 30 | 7 | 107 | 15 | 5 | | | | | | | | | | | | | | | | | | | | | | 288 | 45 | 12 | | | |

| Form of a degree completion | ECTS - credits | Number of classes for preparation | First thesis defence session | Second thesis defence |
|-----------------------------|----------------|-----------------------------------|------------------------------|-----------------------|
| Thesis Defence | 15 | | July | November |

Acquired professional qualification: Master of Advertisement and Public Communication