



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: „**Master**”

Specialty: **Journalism**

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Master's Program: **Digital Media and Communication**
(in English)

Form of Study: **full-time**

Length of Study (number of semesters): **three (90 credits)**

Professional Qualification: **Master in Digital Media and Communication**

Qualification Description

Specialty: JOURNALISM

Master's Degree Program: DIGITAL MEDIA AND COMMUNICATION (IN ENGLISH)

1. Aims and Educational Objectives

Digital media and communication are a relevant field of modern science and practice. The program was developed in response to the challenges of the digital age and meets the industry's needs for qualified personnel, needs that will grow on a global scale. It aims to form knowledge and create skills for effective communication in the modern online environment. The transformations of the media, public relations and advertising are examined with a view to building the new competencies that are needed in the dynamically changing media and communication reality. The Master's Program in Digital Media and Communication is particularly suitable for students with a Bachelor's or Master's degree in social sciences and humanities, and is aimed at deepening the knowledge of students or specialists from various fields who are interested in the development of digital media and communication and their place in contemporary societies and culture. The Master's Program in Digital Media and Communication is aimed at graduates of the Higher Education System with a Bachelor's or Master's degree in the specialties of Journalism, Public Relations, Book Publishing and Communication Management in the Faculty of Journalism and Mass Communication, as well as bachelors and masters from other specialties of other faculties of Sofia University "St. Kliment Ohridski" and other higher education institutions.

2. Description of the educational content (knowledge and skills required for a successful professional realization; general and theoretical background, specific areas of study, etc.)

The curriculum of the master's program includes lectures and exercises on the theory and ethics of digital communication and media, media design and communication, online content creation and editing, PR and communication campaigns in the digital age, fake news and online disinformation, digital marketing and advertising, online brand building, digital media agenda. The profiling courses provide specialization in areas such as online international and sports journalism, online television genres and scriptwriting, digital media and PR techniques, research methods, brand design. The program also offers a rich set of 12 elective subjects that contribute to enriching contemporary knowledge about the digital turn in media and communication from a social, economic, journalistic, and psychological perspective.

3. Professional and general competences, specific competences

The Master's program in Digital Media and Communication provides students with the necessary theoretical knowledge and professional skills in the field of contemporary journalism and digital media, public relations, marketing communications and advertising. The training aims to build professional competencies for new communication challenges in the global information sphere. Students will be qualified to work as specialists in the field of public communications and information sciences in a digital environment. Graduates of the program acquire competencies, knowledge and skills in the field of communication knowledge, as well as practical abilities to perform the functions of a specialist in the field of digital media. More specific professional competencies include: skills for conducting various media and communication analyses, for building a communication strategy for actions in a multicultural environment; in-depth knowledge of information and communication technologies, digital media and the ways of their communication influence; high ability to manage communication teams in corporations and organizations that strive to build sustainable communication with diverse audiences through digital media, as well as knowledge and effectiveness in organizing and conducting digital information campaigns.

4. Professional realization (according to the National Classification of Occupations and Positions in the Republic of Bulgaria /based on the International Standard Classification of Occupations (ISCO)/ and in reference to the place of the future specialists in the National Qualifications Framework for higher education and the European Qualifications Framework for higher education)

The program aims to prepare qualified specialists in response to the urgent need on the labor market for professionals with knowledge, skills and competencies in the field of digital media and communication. The offered Master's program will prepare specialists who can be realized in: online media, websites of traditional media - print, radio, television, digital media companies, specialists in PR agencies, employees in advertising agencies, heads of PR and advertising departments of corporations and institutions, qualified employees in marketing departments of various businesses, online agencies (2432 Public Relations Specialists; 2642 Journalists (e.g. editor-in-chief, head editor, editor, producer, head of correspondent office, commentator, correspondent, reporter, media observer, media team leader, media ombudsman); 1222 Advertising and public relations managers, according to the **National Classification of Occupations and Positions in the Republic of Bulgaria**). The masters will be able to realize themselves in contemporary fields related to knowledge and competence in digital media, which are key for successful professional realization and for active participation in the political, cultural, economic and educational life of society.

JCJ 3 5 2 4

Program code

Area of Study "Journalism" / Master's Degree Programme "Digital Media and Communication" (in English), full-time form of study (90 credits)

admission: winter semester of the 2026-2027 academic year

№	Course Code	Course Title	Type - C, E, O	Semester	ECTS credits	Number of classes - total					Classes per week	Assessment* - e, ca, ce, cont.
						Total	Lectures	Seminars	Practical Classes/ Observation	Self study		
1	2	3	4	5	6	7	8	9	10	11	12	13

Core Subjects

1	C 0 1 0	Researching the Communication Field	C	1	4	120	30	30	0	60	2+2+0	E
2	C 0 1 9	Media Editing	C	1	4	120	30	30	0	60	2+2+0	CA
3	C 0 0 7	Ethics in Digital Media	C	1	4	120	60	0	0	60	4+0+0	CE
4	C 0 1 8	Media Design and Communication	C	1	4	120	60	0	0	60	4+0+0	CE
5	C 1 7 6	Cinema and Media	C	1	4	120	60	0	0	60	4+0+0	CE
6	C 0 1 1	Fake News and Online Disinformation	C	1	3	90	30	15	0	45	2+1+0	CE
7	C 0 0 2	Content Creation for Digital Platforms	C	1	3	90	30	15	0	45	2+1+0	CA
8	C 0 1 3	Intercultural Communication	C	1	4	120	60	0	0	60	4+0+0	E
9	C 0 2 9	Social Media Theory: Typology, Characteristics and Trends	C	2	4	120	60	0	0	60	4+0+0	CE
10	C 0 0 4	Digital Media Agenda	C	2	4	120	30	30	0	60	2+2+0	CE
11	C 0 3 0	Digital and Traditional Public Relations	C	2	4	120	30	30	0	60	2+2+0	E
12	C 0 1 5	Communication Campaigns Management	C	2	4	120	15	45	0	60	1+3+0	E
13	C 0 0 9	Effective Communication and Audiovisual Services	C	2	4	120	30	30	0	60	2+2+0	E
14	C 0 0 3	Digital Marketing Communications and Transmedia	C	2	4	120	60	0	0	60	4+0+0	E
15	C 0 2 2	Online Advertising Campaign	C	3	4	120	60	0	0	60	4+0+0	CE
16	C 0 0 1	Brand Identity Design	C	3	5	150	15	45	0	90	1+3+0	CE

Elective courses – the chosen electives have to contribute to minimum 12 credits (of which 6 from the second semester and 6 from the third semester)

1	E 0 2 1	Writing News for Digital Media	E	2	3	90	0	45	0	45	0+3+0	CA
2	E 0 1 4	International Journalism and Digital Media	E	2	3	90	45	0	0	45	3+0+0	CE
3	E 0 1 6	Marketing Solutions in an Online Environment	E	2	3	90	45	0	0	45	3+0+0	CA
4	E 0 2 4	Publishing and Consumption of Digital Books	E	2	3	90	30	15	0	45	2+1+0	CA
5	E 0 3 1	Online Television Formats	E	2	3	90	0	45	0	45	0+3+0	CA
6	E 0 2 7	Strategic Marketing in the Media	E	2	3	90	45	0	0	45	3+0+0	CA

7	E	0	3	2	Sports Journalism in the Digital World	E	3	3	90	45	0	0	45	3+0+0	CA
8	E	0	1	7	Media and Public Relations Skills	E	3	3	90	45	0	0	45	3+0+0	CA
9	E	0	3	3	Scriptwriting Mastery on Streaming Platforms	E	3	3	90	0	45	0	45	0+3+0	CA
10	E	0	3	4	Digital Communications and Media Research	E	3	3	90	0	45	0	45	0+3+0	CA
11	E	0	2	0	Minorities and the Media	E	3	3	90	45	0	0	45	3+0+0	CE
12	E	0	2	8	Television News Production	E	3	3	90	0	45	0	45	0+3+0	CA

Degree Completion

Form of degree completion	ECTS - credits	First State Exam Session	Second State Exam Session
Defence of a Master's thesis	15	July	November

Successfully taken exams under the Erasmus+ Program during a period of outgoing academic mobility of students at the 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

Area of Study "Journalism" / Master's Degree Programme "Digital Media and Communication" (in English)

form of study: full-time, length of study: 3 semesters (90 credits)

Course hours, ECTS credits and number of grades per semester																																	
Type of courses	I semester			II semester			III semester			IV semester			V semester			VI semester			VII semester			VIII semester			IX semester			X semester			Total		
	course hours	ECTS – credits	number of grades	course hours	ECTS – credits	number of grades	course hours	ECTS – credits	number of grades	course hours	ECTS – credits	number of grades	course hours	ECTS – credits	number of grades	course hours	ECTS – credits	number of grades	course hours	ECTS – credits	number of grades	course hours	ECTS – credits	number of grades	course hours	ECTS – credits	number of grades	course hours	ECTS credits	number of grades			
compulsory courses	450	30	8	360	24	6	120	9	2																								
min. elective courses	0	0	0	90	6	2	90	6	2																								
optional courses																																	
internships																												Auditorium Classes					
Total:	450	30	8	450	30	8	210	15	4																		1110	75	20				

Form of degree completion	ECTS - credits	Study Hours	First State Exam Session	Second State Exam Session
Defence of a Master's thesis	15		July	November

Acquired Professional Qualification: Master in Digital Media and Communication