



SOFIA UNIVERSITY „ST. KLIMENT OHRIDSKI”

FACULTY OF JOURNALISM AND MASS COMMUNICATION

CURRICULUM

Professional Field: **Public Communications and Information Sciences**

Education and Qualification Degree: „**Master**”

Area of Study: **Journalism**

Master's Degree Program: **Production and Creative Industry**

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Form of Study: **part-time**

Length of Study (number of semesters): **two (60 credits)**

Professional Qualification: **Master in Production and Creative Industry**

Qualification Description

Area of Study: Journalism

Master's Degree Program: PRODUCTION AND CREATIVE INDUSTRY

1. Aims and Educational Objectives

The program is intended for students who have acquired the educational and qualification degree „Bachelor" or „Master" at Sofia University „St. Kliment Ohridski" and other higher education institutions.

The education in the Master's program „Production and Creative Industry" covers the main aspects of two important areas of public communication - production and the creative industry. Students in the master's program will acquire specialized knowledge about the production of products and content for multi-platform presentation in a digital environment, about the management, organization and communication of production processes, creative projects and policies for the development of the creative specifics of the creative industry. The main educational goal of the Master's program „Production and Creative Industry" is to prepare students for the dynamically developing audiovisual market, which requires quality, competitiveness and flexibility in career and business development opportunities in relation to the specifics of the creative industries. The Master's Program in „Production and Creative Industry" aims to provide students with a wide range of theoretical knowledge and professional skills in the field of the realization of creative industry products, event management in the media sphere, complementing the general education in mass communication with specific knowledge for creating multimedia projects.

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 education in the master's program is conducted according to a curriculum in which the academic disciplines are grouped into two modules - compulsory and elective, representing lecture courses with a general theoretical focus and specialized seminar exercises and workshops. Compulsory and elective subjects, included in the curriculum of the master's program, cover the main stages of the realization of the products of the creative industry: the idea for the given product; business models for its development; the characteristics of all structural and technological units; regulation and copyright; approaches related to its distribution.

The general theoretical disciplines examine and analyze the various aspects of public communication. The specialized subjects focus on the functioning of the audiovisual sector. The specialised education is aimed at acquiring knowledge on all essential aspects: the regulatory framework for the functioning of the creative industries, policies and market approaches for their financing; the process of producing informational and entertaining radio and TV formats and sports events, as well as acquiring knowledge and skills for creating multimedia projects. Obtaining such specialized competence is a significant advantage for prestigious positions on the labor market in the field of audio-visual production. The education aims to form professional qualities and skills in the masters, so that graduates of „Production and Creative Industry" can be successfully realised. The lectures are lead by the most prominent specialists in the relevant academic fields (associate professors and professors), and workshops are conducted by active practitioners. Students of this master's program complete the course of study with a thesis defense (master's thesis) before a state examination board.

3. Professional and general competences, specific competences

Upon completion of the program, graduates are expected to understand the essential characteristics of the public communication system and the creative industry; to distinguish the specific features of the media and the audiovisual environment; to recognize corporate and management policies, processes and decisions, the stages of production and the mechanisms of regulation of the creative industry; to be informed about the mechanisms of functioning of the public communication system and the trends for its development in the conditions of modern information technologies and the processes of global convergence.

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)

Graduates of the Master's program „Production and Creative Industry" can find employment in various sectors of the creative industries, address policies and processes of responsibility in content creation as authors, editors, producers and managers at various management levels in the media sphere, the film industry, in the field of event management, digital communication and independent production. Graduates of the Master's program will have the necessary high competence for competitiveness in the field of creative industries.

According to the National Classification of Occupations and Positions in the Republic of Bulgaria (NCOP-2011), graduates will be able to work as: 1330 Managers in the field of information and communication technologies, 2641 Writers and related professionals, 2642 Journalists, 2654 Film and Theater Directors and Producers and related professionals, 2656 Radio, Television and other Speakers, as well as in other positions in the sector that meet market demand.

Those who have acquired the „Master's" degree in „Production and Creative Industry" can continue their studies in the higher educational degree „Doctor" in Bulgaria and abroad.

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Program code

Area of Study "Journalism" / Master's Degree Programme "Production and Creative Industry" - part-time form of study (60 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	3	2	4	2	Media Convergence	C	1	3	90	15	0	0	75	15+0+0	CE
2	3	2	4	4	Media Regulation	C	1	4	120	30	0	0	90	30+0+0	E
3	3	5	2	1	Corporate Production	C	1	3	90	15	0	0	75	15+0+0	CE
4	3	3	0	2	Intellectual Property Law	C	1	2	60	0	15	0	45	0+15+0	E
5	3	4	1	3	Funding for Creative Industries	C	1	2	60	15	0	0	45	15+0+0	CA
6	3	2	6	4	Multimedia Projects	C	1	4	120	0	30	0	90	0+30+0	CA
7	3	2	7	9	Organization of the Radio Station	C	1	4	120	30	0	0	90	30+0+0	CE
8	3	3	1	1	Production of Television Information Formats	C	1	4	120	0	30	0	90	0+30+0	CA
9	3	3	1	0	Radio Production	C	1	4	120	0	30	0	90	0+30+0	CA
10	3	1	9	8	Creative Business	C	2	3	90	15	0	0	75	15+0+0	CE
11	3	1	2	4	Digital Marketing Communications	C	2	3	90	15	0	0	75	15+0+0	CE
12	3	3	1	2	Production of Television Commercial Formats	C	2	6	180	15	15	0	150	15+15+0	CE

Elective courses – the chosen electives have to contribute to minimum 3 credits

1	И	2	8	8	Writing a Research Project	E	2	3	90	15	0	0	75	15+0+0	CA
2	И	2	9	7	Public Relations and Media Management for Sporting Events	E	2	3	90	0	15	0	75	0+15+0	CA
3	И	2	1	1	Speech Culture	E	2	3	90	0	15	0	75	0+15+0	CA
4	И	2	8	0	Event Planning and Public Relations Campaigns	E	2	3	90	0	15	0	75	0+15+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 "Production and Creative Industry"

form of study: part-time, length of study: 2 semesters (60 credits)

Course hours, ECTS credits and number of grades per semester																																	
Type of courses	I			II			III			IV			V			VI			VII			VIII			IX			X			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	210	30	9	60	12	3																						270	42	12			
min. elective courses				15	3	1																						15	3	1			
optional courses																																	
internships																												Total Auditorium Classes					
Total:	210	30	9	75	15	4																					285	45	13				

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 Production and Creative Industry