



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: **Journalism**

Master's Program: **Sports Journalism**

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Form of study: **part-time**

Duration of study (number of semesters): **three (90 credits)**

Professional qualification: **Master in Sports Journalism**

Qualification description

Specialty: Journalism

Master's Program: SPORTS JOURNALISM

1. Focus, educational goals

The master's program in sports journalism aims to prepare qualified specialists who will acquire basic knowledge and skills for working in the sports departments of the media. It provides the students with the necessary theoretical knowledge and professional training in the field of journalism. Through education in this Master's program, a general elevation of both the activities of the media themselves, in which our students will work, and the media culture of our society is expected. The sports industry has developed so rapidly in the last years of our century, huge financial resources are poured in, generating billions in profit. The requirements of the industry and the spectators are already high for those who cover the games. The transition from fans, statisticians and connoisseurs of the rules to professional communicators is mandatory.

The master's program is aimed at graduates of the „bachelor“ or „master“ degree at the Faculty of Journalism and Mass Communication, as well as bachelors and masters from other specialties at other faculties of Sofia University "St. Kliment Ohridski" and other higher education institutions.

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

The courses provided give theoretical and practical knowledge and skills for immediate employment in the media. The education is tailored to the conditions of media convergence – the merging of all forms of communication into a single media environment. A good balance has been achieved between basic theoretical disciplines and applied practical ones. In this way, the aim is to broaden the professional horizons of students and go beyond the narrow specialized frameworks and direct them towards a correct explanation of the social processes that have an impact on sport and its coverage.

3. Professional and general competencies, specific competencies

The students master the writing, editing and visual presentation of journalistic texts in various types of media. They become familiar with the basic requirements for working in editorial offices. Special attention is paid to the good connection between theory and practice. A large part of the courses in the program are synchronized with the wishes of the industry for such specialists, as well as with the experience of leading European countries with traditions in the coverage of sporting events.

4. Professional development (according to the National Classification of Occupations and Positions in the Republic of Bulgaria/international classifications and according to the position of the future specialist in the National Qualifications Framework for Higher Education and the European Qualifications Framework)

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 sports journalism, communications and building the relevant image. 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 (codes 2432; 2642; 1222, according to the **National Classification of Occupations and Positions in the Republic of Bulgaria**).

Graduates of the master's program can find employment in a wide range of professional fields related to the media and sports industry. They can be reporters, editors, digital content creators, in advertising and communications.

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spec. code

Specialty "Journalism" / Master's Program "Sports Journalism" - part-time (90 credits)

for the class starting in the 2026-2027 academic year

No.	Course Code	Course Title	Type - C, E, O	term	ECTS credits	Hours - total number					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	4	0	4	Introduction to sports journalism	C	1	6	180	30	0	0	150	30+0+0	CA
2	3	1	7	1	History of sports	C	1	6	180	30	0	0	150	30+0+0	E
3	3	3	6	9	Contemporary journalism	C	1	6	180	30	0	0	150	30+0+0	CA
4	3	8	2	1	Verbal and nonverbal communication	C	1	6	180	30	0	0	150	30+0+0	CA
5	3	3	0	3	Study practice - press	C	1	6	180	0	20	0	160	0+20+0	CEV
6	3	1	6	5	History of Bulgarian journalism	C	2	6	180	30	0	0	150	30+0+0	CA
7	3	8	2	2	Visual communication and design	C	2	6	180	30	0	0	150	30+0+0	CA
8	3	1	3	3	Electronic media	C	2	6	180	0	30	0	150	0+30+0	E
9	3	3	6	1	Sports marketing	C	2	3	90	20	0	0	70	20+0+0	E
10	3	3	0	5	Study practice - television	C	2	3	90	0	20	0	70	0+20+0	CEV
11	3	8	2	5	Editorial processing of sports texts	C	3	3	90	30	0	0	60	30+0+0	CA
12	3	8	2	7	Forms of communication in sports journalism	C	3	3	90	15	15	0	60	15+15+0	CA
13	3	8	2	4	Communication of sports brands	C	3	3	90	20	0	0	70	20+0+0	CA
14	3	3	0	4	Study practice - radio	C	3	2	60	0	20	0	40	0+20+0	CEV

Elective courses – the selected disciplines must carry at least 10 credits (6 credits from the second term and 4 credits from the third term)

1	И	2	5	6	Management of sports events	E	2	3	90	20	0	0	70	20+0+0	CEV
2	И	6	0	0	Combat sports and media	E	2	3	90	20	0	0	70	20+0+0	CEV
3	И	1	0	2	Current problems of sports journalism - racism, nationalism, hooliganism	E	2	3	90	20	0	0	70	20+0+0	CEV
4	И	1	9	1	Communication skills in electronic media	E	2	3	90	0	20	0	70	0+20+0	CEV
5	И	2	7	6	Olympism and Olympic movement	E	3	2	60	20	0	0	40	20+0+0	CEV
6	И	8	2	3	Economics of sports publishing	E	3	2	60	20	0	0	40	20+0+0	CEV
7	И	2	0	5	Crisis public relations	E	3	2	60	20	0	0	40	20+0+0	CEV
8	И	8	2	6	Social networks and sports messages	E	3	2	60	0	20	0	40	0+20+0	CEV

Graduation

Form of 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 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

Specialty "Journalism" / Master's Program "Sports Journalism"

form of study: part-time, duration of study: 3 semesters (90 credits)

Workload, ECTS credits and grades by semester																																	
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			
compulsory courses	130	30	5	130	24	5	100	11	4																				360	65	14		
min. elective courses				40	6	2	40	4	2																				80	10	4		
optional courses																																	
learning practices																														number of classes			
Total:	130	30	5	170	30	7	140	15	6																			440	75	18			

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

Acquired professional qualification: Master in Sports Journalism