



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: **Public Relations**

Master's Degree Program: **Public Relations**

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Form of Study: **part-time**

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

Professional Qualification: **Master in Public Relations**

Qualification Description

Specialty: PUBLIC RELATIONS

Master's Degree Program: PUBLIC RELATIONS

1. Aims and Educational Objectives

The Master's Program in Public Relations is aimed at graduates of the Bachelor's or Master's degree programs in other specialties of other faculties of Sofia University "St. Kliment Ohridski" and other higher education institutions. It aims to prepare qualified specialists in response to the ever-expanding need on the labor market for professionals with knowledge, skills and competencies in the field of public relations, corporate and advertising communications, copywriting, and information support for various activities. The courses offered in the program include planning public relations communication campaigns, acquiring practical skills for conducting PR or advertising activities in a real or virtual environment, gaining knowledge about highly specialized units in the field of public relations and advertising, building and maintaining trust between an organization and their audiences, the application of social communication technologies, etc. The program also offers, in order to obtain the highest possible qualification for graduates, the study of disciplines such as marketing, various psychological mechanisms of influence on the target audience, event management, as well as media planning and building skills for working and building relationships with audiences in a digital media communication environment.

The Master's Program "Public Relations" was developed by the Faculty of Journalism and Mass Communication, uniting the scientific and teaching potential of a number of lecturers in the Department of "Communication, Public Relations and Advertising", colleagues from the Faculty of Journalism and Mass Communication, as well as established practitioners in the field of public communication. The Master's Program aims to enable successfully completed Masters to acquire high qualifications that meet the modern communication process and the needs of the labor market.

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 Master's Program "Public Relations" is a combination of theoretical and practical Master's courses in media, history and theory of public relations, crisis PR, ethics and communication, sociology, social psychology, copywriting, editing, graphic design, persuasive communication, etc. The courses included in the program balance theoretical propositions and practical aspects of communication in the field of public relations.

The Master's program also offers a sufficient set of elective courses that contribute to enriching students' contemporary knowledge about the impact of various social and technological changes on public relations and their social, political and cultural consequences. They provide an opportunity for an additional scientific and expert view of public relations as an important factor in managing corporate and media communication with society, especially in building reputation management, image, promoting cultural exchange and resolving crises. Methodological and interdisciplinary seminars during the training, presented by recognized scholars and experienced professionals from science and practice, prepare students for their Master's thesis. In their thesis, students must analyze a specific problem in the field of public relations.

The training of public relations specialists also includes acquiring knowledge and skills for:

- history and theory of public relations;
- general theoretical knowledge about the subject of public relations;
- public relations strategies and tactics;
- development of corporate strategy;
- planning and preparation of special events and important business meetings;
- conducting public opinion surveys;
- knowledge of the professional and professional-ethical standards of the profession;
- planning and organizing communication campaigns;
- developing strategies and tactics for election campaigns;
- holding briefings and press conferences;
- preparation of materials for media publications;
- support of digital communication channels for an organization or company;
- planning and conducting crisis PR campaigns;
- building corporate reputation;

3. Professional and general competences, specific competences

The qualification of a public relations specialist covers acquired knowledge and skills for performing the functions of a media relations specialist, communications manager, including digital, expert or consultant in state, public or private institutions and organizations, as well as in commercial entities, on issues of mass media and business communications, public relations, communication technologies and scientific, cultural and academic exchange.

The Master's program is based on research results and established practices, emphasizing the way in which public relations shapes contemporary social, political, educational relations, as well as their interaction with the media environment. Students are prepared as highly qualified specialists in the field of public communications and information sciences, gaining the confidence and expertise necessary for successful implementation in the field of public relations, advertising, communication influence.

Graduates of the program gain in-depth knowledge and skills in the field of modern communication theory, advertising theory, as well as a number of practical skills. They develop and strengthen their abilities to perform functions as specialists, managers and consultants in the field of public relations, advertising, integrated marketing communications and the media.

The acquired professional competencies open up wide opportunities for career development, including work in agencies, media, government institutions or non-governmental organizations. Students acquire skills for analyzing the modern structure of communications, the mechanisms of communication impact and influence, and navigate the dynamic media environment. The program develops effective communication techniques and skills that are key to the profile of a public relations expert.

Students in this Master's program complete the course of study with a defense of a thesis (Master's thesis) before a state examination board.

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)

Successful graduates of the program can work as specialists in Group 243 - Sales, Marketing and Public Relations Specialists according to the National Classification of Occupations and Positions in the Republic of Bulgaria (NCOP-2011). These positions are related to the performance of various professional tasks in the field of public communication, information dissemination, advertising sales campaigns, as well as work with information and telecommunications technologies.

This group includes the following unit groups:

2431 Advertising and marketing Specialists

2432 Public Relations Specialists

Students can also find professional employment in the following positions according to the NCOP - 2011:

1222 Head of advertising and public relations

2421-6015 Communications Specialist

2432 Public Relations Specialists

The professional realization of those who have received the educational and qualification degree Master's of Public Relations includes, but is not limited to, the following professions according to the National Classification of Occupations and Positions and its correspondence with the European Classification of Skills, Competences, Qualifications and Occupations (ESCO):

- Media researcher
- Head of information and communication technology
- Head of advertising and public relations units
- Head of online community
- Campaign manager
- Head of publications department
- Public relations manager
- Communication expert
- Political campaign expert
- Intercultural communication consultant
- Advertising and marketing specialist
- Web content and multimedia developer

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Program code

Area of Study "Public Relations" / Master's Degree Programme "Public Relations"

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	3	9	5	Theory of Mass Communication	C	1	6	180	30	0	0	150	30+0+0	E
2	3	6	3	9	Public Relations Technology	C	1	6	180	30	0	0	150	30+0+0	C
3	3	4	0	2	Persuasive Communication	C	1	6	180	30	0	0	150	30+0+0	E
4	3	3	5	6	Sociology	C	1	6	180	30	0	0	150	30+0+0	CE
5	3	3	5	3	Social Psychology	C	1	3	90	20	0	0	70	20+0+0	E
6	3	3	9	6	Theory of Advertising	C	1	3	90	20	0	0	70	20+0+0	CE
7	3	2	5	7	Methods for Researching Mass Communication	C	2	5	150	30	0	0	120	30+0+0	E
8	3	2	7	3	New Media	C	2	5	150	30	0	0	120	30+0+0	E
9	3	2	2	7	Marketing	C	2	5	150	30	0	0	120	30+0+0	E
10	3	3	3	1	Editing	C	2	3	90	20	0	0	70	20+0+0	E
11	3	2	6	5	Ethno-Psychology	C	2	3	90	20	0	0	70	20+0+0	E
12	3	1	3	7	Ethics and Communication	C	2	5	150	30	0	0	120	30+0+0	CE
13	3	1	5	6	Integrated Marketing Communications	C	3	2	60	30	0	0	30	30+0+0	E
14	3	3	6	5	Strategies and Tactics of Public Relations	C	3	2	60	30	0	0	30	30+0+0	E
15	3	2	9	9	Public Relations During a Crisis	C	3	2	60	30	0	0	30	30+0+0	E
16	3	3	4	7	Semiotics and Advertising	C	3	2	60	20	0	0	40	20+0+0	CE
17	3	1	2	0	Graphic Design	C	3	2	60	30	0	0	30	30+0+0	CE
18	3	1	4	9	Image Building	C	3	1	30	15	0	0	15	15+0+0	CA

Elective courses – the chosen electives have to contribute to minimum 8 credits (of which 4 credits from the II-nd semester and 4 credits from the III-rd semester)

1	И	1	7	0	History of Advertising	E	2	4	120	30	0	0	90	30+0+0	CE
2	И	2	2	5	Minorities and Public Relations	E	2	4	120	30	0	0	90	30+0+0	CA
3	И	2	5	5	Advertising Management in Integrated Marketing Communications	E	2	4	120	30	0	0	90	30+0+0	CA
4	И	1	8	5	Communication Skills (Print)	E	3	2	60	30	0	0	30	30+0+0	CA
5	И	1	8	6	Communication Skills (Radio)	E	3	2	60	0	30	0	30	0+30+0	CA
6	И	1	8	7	Communication Skills (Television)	E	3	2	60	0	30	0	30	0+30+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 "Public Relations" / Master's Degree Programme "Public Relations"
form of study: part-time, length of study: 3 semesters

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	160	30	6	160	26	6	155	11	6																								
min. elective courses				30	4	1	60	4	2																								
optional courses																																	
internships																													Auditorium Classes				
Total:	160	30	6	190	30	7	215	15	8																			565	75	21			

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 Public Relations