

SOFIA UNIVERSITY "ST. KLIMENT OHRIDSKI"

FACULTY OF JOURNALISM AND MASS COMMUNICATION

SOFIA, BULGARIA



# DIGITAL MEDIA & COMMUNICATION

MASTER'S PROGRAM  
[IN ENGLISH]

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For students who have acquired the Educational and Qualification Degree

"Bachelor" or "Master"

Term of study: 3 semesters

Form of study: Part-time

Form of admission:

Paid education - Diploma of higher education (Bachelor's or Master's Degree)



## THE PURPOSE

The program aims to prepare qualified specialists in response to an emergency need in the labor market of professionals with knowledge, skills and competencies in the field of digital media and communication that will grow globally. The program provides students with the necessary theoretical knowledge and professional skills in the field of contemporary journalism and digital media, audiovisual communications, Public Relations, digital marketing communications and advertising.





# SPECIALIZATION

01

Profile "Digital Media"

02

Profile "PR in the Digital Age"

03

Profile "Digital Advertising and Marketing"





# POSSIBLE FIELDS OF APPLICATION

01

Online Marketing Manager / Media Manager / PR Manager / Marketing Manager / Product Manager

02

New Media Expert

03

Manager Web Communications

04

Editorial Office

05

Content Marketing

06

Digital Consulting





# PROFESSIONAL QUALIFICATION



The Master's Program provides the necessary professional qualification for the following industries: online media, digital web sites of the traditional media - print, radio, television, digital media companies, PR and advertising agencies, PR and advertising departments of corporations and institutions, marketing departments of various businesses, digital agencies.



# WHY TO STUDY THIS PROGRAM?



The world is changing rapidly as a result of digitalisation, globalization, web connectivity and social media, making it an exciting time to study digital media and communication.

The program enables students to anticipate the challenges and opportunities of an increasingly digital society. The digital literacy approach allows you to become an expert with highly valued skills.

**Sofia University "St. Kliment Ohridski" is ranked 1st in Bulgaria in the field of Journalism and Mass Communication.**



# PROGRAM DETAILS

01

The taught course takes place within three semesters and involves lectures, seminars, tutorials and case-study work. The training and teaching materials are in English. Candidates with an overall grade from the diploma for completed higher education, not lower than Good, are accepted for training in the master's programs of the FJMC.

02

**Professional qualification:**  
 Master of Digital Media and Communication

03

**Admission requirements:**  
 For the Master's Degree Program can apply students who have graduated in the Bachelor and Master Degree Programs

04

**Annual tuition fee for 2026/2027**  
 For Part-time Study: ---

05

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



# DISCIPLINES IN THE PROGRAM

- Explore the Communication Field
- Media Editing
- Digital Media Ethics
- Media Design and Communication
- Minorities and Media
- Fake News and Online Disinformation
- Content Creation for Digital Platforms
- Intercultural Communication
- Theory of Social Media: Typology, Features and Trends
- Digital Media Agenda Setting
- Digital and Traditional PR
- Managing Communication Campaigns
- Effective Communication and Audiovisual Services
- Digital Marketing Communications and Transmedia
- Online Advertising Campaign
- Brand Identity Design
- News Writing for Digital Media
- International Journalism and Digital Media
- Marketing Solutions Online
- Publishing and Consumption of Digital Books
- Online Television Formats
- Strategic Marketing in Media
- Sports Journalism in Digital Era
- Media and PR skills
- Screenwriting for Digital Media
- Digital Media and Digital Communication Research
- History of Cinema
- TV News Production



## CONTACT US

Head: Assoc.Prof., PhD Mila **Serafimova**  
Chief Assistant, PhD Maya **Stoyanova**



00359 2 9308 292



mserafimo1@uni-sofia.bg  
majas@uni-sofia.bg



<https://fjmc.kmk.uni-sofia.bg/>

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All necessary documents are submitted electronically through the FJMC electronic system