



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: „**Bachelor**”

Area of Study: **Communication Management**

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Form of Study: **full-time**

Length of Study (number of semesters): **eight (240 credits)**

Professional Qualification: **Bachelor in Communication Management**

Qualification Description

Bachelor's Degree Program: *COMMUNICATION MANAGEMENT*

1. Aims and Educational Objectives

„Communication Management" is a specialty that provides knowledge and skills to students of a bachelor's degree in the field of communications, journalism, audiovisual and media. Students also study business sciences in the field of management of organizations that create information and media content; legal sciences and copyright in the field of creating and distributing information; public communications and information sciences, taking into account the characteristics of the audience and the users of content. The aim is to respond to the new labor market environment, characterized by increased diffusion of knowledge, new competencies and the announcement of new jobs. The rapid development of communication technologies and the unification of various industries (media, audiovisual, digital and mobile communications) lead to market development and inherently new requirements for job positions announced on the market.

The educational service provided through this specialty is consistent with a number of international documents and classifications (e.g. The International Standard Classification of Education - Fields of Education and Training (ISCED F-2013) and guarantees its effectiveness in terms of educational goals and professional realization.

According to the National Qualifications Framework of the Republic of Bulgaria, the specialty belongs to educational and qualification sublevel 6B. Bachelor, which corresponds to the First Cycle in the Qualifications Framework of the European Higher Education Area.

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 aim of the education is to prepare highly qualified specialists in strategic communications management (communication management) - management of communication campaigns, for specific user groups. Students also acquire specific skills for the use of various digital information and communication platforms, as well as skills to create and manage information and media content.

The creation and distribution of media content is usually part of the strategic priorities of companies and organizations, media corporations, state institutions, newly established companies, etc. This activity is part of the duties of the middle and senior management of companies and organizations. Specialists with the relevant knowledge and skills in the field of communication management are sought, who will participate in the development of communication strategies, create and manage information and media content. The education also includes disciplines that will allow specialists who have graduated in this specialty to have diverse knowledge and high general culture, as well as proven communication skills, adaptable to the specifics of communication in various social spheres.

General Theoretical Training

The specialty includes education in the theory and methodology of communications (media and information literacy, persuasion and social influence, strategic communications and content management, etc.), theory and basic knowledge in general and special law, economics and finance, theory and methodology of various fields of information and media sciences (communication design, content management and copywriting, etc.).

Special preparation

The academic disciplines prepare the future communication manager in the context of global trends in creating information, audiovisual products and media content, for working in a digital environment, for increasing digital and information literacy, for creating communication strategies, working with facts and data in a digital environment, building an image, etc.

Knowledge

Students will receive specialized and systematized knowledge of media and communications, management and financing of communication campaigns, and performing critical analysis in the field of public communications and information sciences.

Graduates of this program may continue their studies toward the educational and qualification degree „Master" in Bulgaria and abroad.

3. Professional and general competences, specific competences

The trainee will possess the skills of a communication manager: to create a communication strategy; to implement flexibility in decision-making in a dynamic and complex communication environment; to deal with the speed and volume of information flows; to be able to use big data and communication algorithms; to communicate and balance management processes; will have the competence to participate in teams making management decisions; will be able to work with content management and profiles in social networks; will have basic economic and legal knowledge for creating and managing information; will be able to create information and media content, as well as analyze sociological data for the media market, etc.

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 positions that graduates of the specialty can occupy are: communication specialists; strategic communications managers, political and international communications managers; management positions in the content business; creators of databases, metadata and information platforms; consultants on communication policies and strategies; experts in communication planning. The Bachelor in Communication Management is prepared for realization at the middle and senior levels of communications and content management in various organizations.

According to the National Classification of Occupations and Positions in the Republic of Bulgaria (2011), graduates of the specialty could occupy the following positions: 2431 Advertising and Marketing Specialists; 1213 Policy and Strategic Planning Managers; 1330 Information and Communication Technology Managers, 2642 All positions related to strategic communications and the presentation, transmission and analysis of news and public events through media.

ФЖМ0401

Program code

Bachelor's Degree Program "Communication Management" - full-time form of study

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	6	9	2	Strategic Communications	C	1	7	210	45	15	0	150	3+1+0	CE
2	3	5	5	3	Constitutional Law	C	1	6	180	30	0	0	150	2+0+0	E
3	3	5	4	7	Philosophy of Communication	C	1	6	180	30	0	0	150	2+0+0	CE
4	3	5	5	8	Media and Information Literacy	C	1	7	210	15	30	0	165	1+2+0	CA
5	3	5	5	7	Media Ecosystem	C	2	8	240	45	15	0	180	3+1+0	CE
6	3	5	4	3	Building of Communication Effects	C	2	8	240	45	15	0	180	3+1+0	CE
7	3	7	6	6	Building an Audio-Visual Narrative	C	2	7	210	30	30	0	150	2+2+0	CE
8	3	5	8	8	Persuasion and Social Influence	C	3	6	180	45	15	0	120	3+1+0	CE
9	3	5	5	1	Communication Techniques and Skills	C	3	6	180	45	15	0	120	3+1+0	CE
10	3	5	4	9	Communication Design	C	3	6	180	45	15	0	120	3+1+0	CE
11	3	5	5	5	Culture and Regional Identity	C	3	4	120	30	15	0	75	2+1+0	E
12	3	8	3	4	Media Economics and Strategic Marketing	C	3	5	150	45	15	0	90	3+1+0	E
13	3	6	9	3	Expressive Means in Audio-Visual Production	C	4	5	150	45	15	0	90	3+1+0	CE
14	3	5	4	8	Communications and Global Media	C	4	5	150	45	15	0	90	3+1+0	CE
15	3	5	5	4	Content Marketing	C	4	5	150	45	15	0	90	3+1+0	CE
16	3	5	8	9	Information Resources Management	C	4	5	150	45	15	0	90	3+1+0	CE
17	3	6	4	2	Brand and Corporate Identity	C	4	4	120	45	0	0	75	3+0+0	E
18	3	5	3	8	Diffusion of Media Content	C	5	5	150	45	15	0	90	3+1+0	CE
19	3	5	5	9	International Economics	C	5	5	150	45	15	0	90	3+1+0	E
20	3	5	5	6	Cultural-Historical Interconnections and Media Content	C	5	5	150	45	15	0	90	3+1+0	CE
21	3	5	8	4	Reading Strategies	C	5	5	150	45	15	0	90	3+1+0	CE
22	3	5	8	1	Public Law Aspects of Information	C	5	3	90	15	30	0	45	1+2+0	E
23	3	5	6	1	Mobile Communications	C	5	4	120	30	15	0	75	2+1+0	CE

24	3	5	4	4	Image in a Digital Environment	C	6	5	150	45	15	0	90	3+1+0	CE
25	3	5	9	0	Public Perceptions Management	C	6	5	150	45	15	0	90	3+1+0	CE
26	3	5	9	2	Media Content Management	C	6	6	180	45	15	0	120	3+1+0	CE
27	3	5	8	2	Work with Facts and Data in a Digital Environment	C	6	5	150	45	15	0	90	3+1+0	CE
28	3	5	9	5	Production Projects Management	C	7	7	210	45	15	0	150	3+1+0	CE
29	3	6	9	4	Management of Media Organizations	C	7	6	180	30	30	0	120	2+2+0	CE
30	3	6	4	3	Political Communication	C	7	7	210	45	15	0	150	3+1+0	CE
31	3	5	0	3	Corporate Communication	C	8	6	180	30	15	0	135	2+1+0	E
32	3	5	9	4	Program and Project Management	C	8	3	90	30	0	0	60	2+0+0	E
33	3	5	8	0	Entrepreneurship and Innovation	C	8	3	90	30	0	0	60	2+0+0	E
34	3	5	9	3	Management of the Music Industry in an Online Environment	C	8	3	90	30	0	0	60	2+0+0	CE

Elective Courses

In the first semester, the chosen electives have to contribute to minimum 4 credits

1	И	5	4	6	Computer Technology (practicum)	E	1	4	120	0	30	0	90	0+2+0	CA
2	И	6	4	4	English Language - Specialized Terminology - 1	E	1	4	120	0	30	0	90	0+2+0	CA

In the second semester, the chosen electives have to contribute to minimum 6 credits

3	И	5	9	1	Media Agency Management (practicum)	E	2	6	180	0	45	0	135	0+3+0	CE
4	И	5	8	6	Strategic Campaign Planning (practicum)	E	2	6	180	0	45	0	135	0+3+0	CA

In the third semester, the chosen electives have to contribute to minimum 3 credits

5	И	6	9	7	Functions of the Institutional and Political Spokesperson	E	3	3	90	30	0	0	60	2+0+0	CE
6	И	6	4	8	Basics of Public Relations	E	3	3	90	30	0	0	60	2+0+0	CA
7	И	6	4	5	English Language - Specialized Terminology - 2	E	3	3	90	0	30	0	60	0+2+0	CA

In the fourth semester, the chosen electives have to contribute to minimum 5 credits

8	И	5	4	1	Electronic Literature and Cyber Culture	E	4	5	150	45	15	0	90	3+1+0	CA
9	И	5	9	7	Finance and Financial Management	E	4	5	150	45	15	0	90	3+1+0	CA

In the fifth semester, the chosen electives have to contribute to minimum 3 credits

10	И	5	6	5	Leadership and Media	E	5	3	90	30	0	0	60	2+0+0	CE
11	И	5	6	0	International Relations	E	5	3	90	30	0	0	60	2+0+0	CA
12	И	6	4	6	English Language - Specialized Terminology - 3	E	5	3	90	0	30	0	60	0+2+0	CA

In the sixth semester, the chosen electives have to contribute to minimum 8 credits

13	И	6	9	6	Audio-Visual Formats in Social Media (practicum)	E	6	4	120	0	30	0	90	0+2+0	CA
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14	И	5	6	2	Writing and Creating Content in Digital Communications (practicum)	E	6	4	120	0	30	0	90	0+2+0	CA
15	И	5	3	9	Documentary Content in a Digital Environment (practicum)	E	6	4	120	0	30	0	90	0+2+0	CA
16	И	5	4	5	Information and News on Digital Platforms (practicum)	E	6	4	120	0	30	0	90	0+2+0	CA
In the seventh semester, the chosen electives have to contribute to minimum 10 credits															
17	И	6	7	8	Public Policy Communication	E	7	5	150	30	0	0	120	2+0+0	CA
18	И	5	5	2	Communication of Sporting Events	E	7	5	150	30	0	0	120	2+0+0	CA
19	И	5	3	7	Gaming and Gaming Industry	E	7	5	150	30	0	0	120	2+0+0	CA
20	И	6	4	7	English Language - Specialized Terminology - 4	E	7	5	150	0	30	0	120	0+2+0	CA
In the eighth semester, the chosen electives have to contribute to minimum 5 credits															
21	И	5	6	6	Legal Regime for Access and Protection of Information	E	8	5	150	30	15	0	105	2+1+0	CA
22	И	1	0	0	Copyright and Intellectual Property	E	8	5	150	30	15	0	105	2+1+0	CA

Optional Subjects

1	Ф	0	0	8	Sports - 1	O	1	4	120	0	0	60	60	0+0+4	E
2	Ф	0	0	9	Sports - 2	O	2	4	120	0	0	60	60	0+0+4	E
3	Ф	0	4	6	Media Management	O	2	2	60	30	0	0	30	2+0+0	CA
4	Ф	0	5	0	Politics and Media in the Middle East	O	2	2	60	30	0	0	30	2+0+0	CA
5	Ф	0	1	0	Sports - 3	O	3	4	120	0	0	60	60	0+0+4	E
6	Ф	0	4	5	Modern Provocations of Communication	O	3	2	60	0	30	0	30	0+2+0	CA
7	Ф	0	1	1	Sports - 4	O	4	4	120	0	0	60	60	0+0+4	E
8	Ф	0	4	8	Children and the Media - A Guide to Ethical Reporting	O	4	2	60	0	30	0	30	0+2+0	CA
9	Ф	0	6	6	Communication and Organizational Change Management	O	4	2	60	15	15	0	30	1+1+0	CA
9	Ф	0	6	0	Marketing Communications and Transmedia of Production, Entertainment Industries and Media	O	5	2	60	30	0	0	30	2+0+0	CA
10	Ф	0	3	6	Writing a Thesis/Scientific Writing for Graduating Students	O	8	2	60	30	0	0	30	2+0+0	CA

Core Subjects studied by foreign students*

1	3	1	1	2	Bulgarian Language for Foreigners - 1	C	1	6	180	0	60	0	120	0+4+0	Cont.
2	3	1	1	2	Bulgarian Language for Foreigners - 1	C	2	6	180	0	60	0	120	0+4+0	CA
3	3	1	1	2	Bulgarian Language for Foreigners - 2	C	3	6	180	0	60	0	120	0+4+0	Cont.
4	3	1	1	2	Bulgarian Language for Foreigners - 2	C	4	6	180	0	60	0	120	0+4+0	CA

Internships

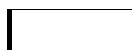
No	code				Internship	Type- C, E, O	Semester	ECTS credits	weeks	hours	Assessment* - e, ca, ce, cont.
1	3	2	2	2	Summer Internship - 1	3	2	1		90	CA
2	3	2	2	2	Summer Internship - 2	3	4	1		90	CA
3	3	2	2	2	Summer Internship - 3	3	6	1		90	CA

Degree Completion

Form of degree completion	ECTS - credits	First State Exam Session	Second State Exam Session
Defence of a Diploma paper	10	July	November

* The credits received are added to the regulated 240 credits for the Bachelor's degree as additional credits.

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
 Bachelor's Degree Program "Communication Management"
 form of study: full-time, length of study: 8 semesters

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	165	26	4	180	23	3	285	27	5	285	24	5	330	27	6	240	21	4	180	20	3	135	15	4						1800	183	34	
min. elective courses	30	4	1	45	6	1	30	3	1	60	5	1	30	3	1	60	8	2	60	10	2	45	5	1						360	44	10	
optional courses																																	
internships				90	1	1				90	1	1				90	1	1												270	3	3	
Total:	195	30	5	315	30	5	315	30	6	435	30	7	360	30	7	390	30	7	240	30	5	180	20	5					2430	230	47		

Auditorium
Classes

Form of degree completion	ECTS - credits	Study Hours	First State Exam Session	Second State Exam Session
Defence of a Diploma paper	10		July	November

Acquired Professional Qualification: Bachelor in Communication Management