



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: **Book Publishing**

Φ	Ж	К	0	3	0	1	2	6
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Form of Study: **full-time**

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

Professional Qualification: **Bachelor in Book Publishing**

Qualification Description

Bachelor's Degree Program: BOOK PUBLISHING

1. Aims and Educational Objectives

The Bachelor's Program in "Book Publishing" is an essential academic stage in the study and mastery of book publishing as a significant, prestigious and valued profession with its specificity, features and requirements in the field of culture and social communication, designed to meet to the maximum extent the dynamic intellectual and social needs for high professional training of specialists in publishing houses in Bulgaria.

The Bachelor's Program in "Book Publishing" aims to build highly qualified professionals for the publishing industry by providing them with basic theoretical knowledge and professional skills in the field of book publishing, by combining fundamental training in the field of social sciences and mass communication with specialized courses in the various book publishing profiles and in all activities and stages of the publishing process.

The training guarantees the formation of reliable professional qualities and skills for personnel in the publishing industry. Graduates of "Book Publishing" must be able to successfully realize their potential as editors and specialists in marketing, public relations and advertising in publishing houses, as well as in the mass media; to manage an independent publishing house; to occupy leadership positions in the management, marketing, advertising and editorial departments of publishing houses and advertising agencies; to adapt to the rapidly growing requirements of the digital publishing industry; to develop themselves as competitive candidates for Master's programs from and outside the spheres of the professional field "Public Communications and Information Sciences".

2. Description of the educational content (knowledge and skills required for a successful professional realization; general and theoretical background, specific areas of study, etc.)

Students graduating with the educational and qualification degree "Bachelor" in the specialty "Book Publishing" receive specialized professional training, choosing between "Editorial and Publishing Process" and "Media and Public Relations". In each of the two elective profiles, specific training is maintained in the aspects of book publishing and the overall editorial and social-communication process in the book system. For this purpose, continuous update of the knowledge taught is ensured so that the education can be adequate to the latest trends in the development of science and inventions in the field of book publishing and the transformations in global publishing business models. Through the elective disciplines, profiling of students in various media fields is introduced, which is in line with the requirements of the Higher Education Act. Mobility and unlimited choice of elective disciplines are guaranteed in accordance with the students' declared interests. Students are included in the operational research activity and public events of the specialty.

The educational content guarantees theoretical knowledge in the field of book studies and the editorial and publishing process, fundamental preparation in the field of social sciences and mass communication and specialized knowledge in contemporary global book publishing and publishing activities. The training offers additional perspectives on book publishing in traditional and new publishing formats, book trade and communication in a digital environment, solving current business and social cases. Depending on the chosen specialization, knowledge is built about the functioning of book publishing itself as part of the media system, about the relationships "book - media - audience" and about the economic, legal and social status of the book in the media and content industries.

3. Professional and general competences, specific competences

The combination of theoretical knowledge with professional skills in the field of book studies and the editorial and publishing process gives students the necessary professional competencies in technology and creativity in book publishing, in the book as a media and the means of expression of the book, in graphic design and publishing systems, printing, economics of book

publishing, copyright, book trade, marketing and advertising in book publishing, in the organization, structure and management of editorial and publishing activities and new electronic technologies, in avant-garde and innovative technologies in the publishing business. The learning process emphasizes linguistic, reader and publication competence - the different forms and formats of publishing are studied in the conditions of adaptation and transformation to current book publishing practices.

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 comprehensive training in an interdisciplinary specialty such as "Book Publishing" enables Bachelor's degree graduates to find professional fulfillment in state cultural institutions, to establish themselves in various positions in book publishing and book distribution companies, in cultural media, in research institutes, non-governmental organizations and foundations, as well as to create their own publishing brand.

The specialty "Book Publishing" provides the necessary qualification for the following positions according to the National Classification of Occupations and Positions in the Republic of Bulgaria (2011):

- 2641 6008 Editor, books
- 2166 3008 Graphic Designer
- 2166 3009 Designer, printed publications
- 2432 6001 Public Relations Expert
- 2643 6007 Translator-editor
- 3322 3003 Sales Representative
- 5223 2001 Sales consultant
- 2642 7001 Editor-in-Chief
- 3339 3008 Agent, literary
- 1222 Head of advertising and public relations
- 1221 Head of sales and marketing

Those who have acquired the Bachelor's degree in Book Publishing can continue their studies in the higher educational degrees - Master's and Doctoral, in Bulgaria and abroad.

ФЖК0301

Program code

Bachelor's Degree Program "Book Publishing" - 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	4	0	3	Introduction to Book Publishing	C	1	5	150	30	15	0	105	2+1+0	CE
2	3	4	9	3	Media Theory	C	1	5	150	45	0	0	105	3+0+0	E
3	3	3	6	7	Contemporary Bulgarian Literature	C	1	4	120	30	0	0	90	2+0+0	E
4	3	1	6	7	History of the Book	C	1	6	180	60	15	0	105	4+1+0	E
5	3	4	9	1	Language Norms and Codification	C	1	6	180	30	30	0	120	2+2+0	CE
6	3	3	5	3	Social Psychology	C	1	4	120	30	0	0	90	2+0+0	E
7	3	3	8	9	Theory and Practice of Editing	C	2	7	210	45	30	0	135	3+2+0	CE
8	3	3	7	0	Contemporary Foreign Literature	C	2	3	90	30	0	0	60	2+0+0	E
9	3	3	3	4	Editorial-Publishing Systems	C	2	7	210	60	15	0	135	4+1+0	CE
10	3	1	5	3	Economics of Book Publishing	C	2	5	150	45	15	0	90	3+1+0	E
11	3	7	6	7	The Bible Library	C	2	3	90	30	0	0	60	2+0+0	E
12	3	6	6	6	Theory and Typology of the Text	C	2	4	120	30	15	0	75	2+1+0	CE
13	3	1	2	0	Graphic Design	C	3	8	240	60	30	0	150	4+2+0	CE
14	3	3	9	0	Theory and Practice of Photographic Imaging	C	3	3	90	10	20	0	60	1+1+0	E
15	3	2	8	3	Basics of Printing	C	3	3	90	15	15	0	60	1+1+0	E
16	3	7	7	1	Theory of Translation	C	3	4	120	30	15	0	75	2+1+0	E
17	3	3	7	4	Contemporary Global Book Publishing	C	3	7	210	45	30	0	135	3+2+0	CE
18	3	4	9	4	Educational Publishing - Master Class 1	C	3	5	150	0	60	0	90	0+4+0	CA
19	3	8	3	5	Digital Media, Platforms and Audiences	C	4	5	150	30	15	0	105	2+1+0	CE
20	3	1	5	7	Intellectual Property in Book Publishing	C	4	2	60	30	0	0	30	2+0+0	CA
21	3	1	3	7	Ethics and Communication	C	4	6	180	45	15	0	120	3+1+0	CE
22	3	6	4	8	Basics of Public Relations	C	4	5	150	30	15	0	105	2+1+0	CE
23	3	4	9	2	Stylistics	C	4	5	150	30	15	0	105	2+1+0	CE

24	3	4	9	5	Educational Publishing - Master Class 2	C	4	6	180	0	60	0	120	0+4+0	CA
25	3	3	9	3	Theory of Culture	C	5	5	150	45	0	0	105	3+0+0	E
26	3	1	7	9	The Book as a Medium	C	5	6	180	45	15	0	120	3+1+0	CE
27	3	3	5	8	Sociology of the Book	C	5	6	180	30	30	0	120	2+2+0	CE
28	3	1	2	9	European Media Law	C	5	3	90	30	0	0	60	2+0+0	E
29	3	2	6	5	Ethno-Psychology	C	5	5	150	30	15	0	105	2+1+0	CE
30	3	4	9	6	Educational Publishing - Master Class 3	C	5	5	150	0	45	0	105	0+3+0	CA
31	3	1	5	1	Publisher Profiles	C	6	8	240	60	30	0	150	4+2+0	E
32	3	3	9	7	Theory of Reading	C	6	6	180	45	15	0	120	3+1+0	CE
33	3	2	8	4	Basics of Advertising	C	6	6	180	45	15	0	120	3+1+0	CE
34	3	1	8	1	Book Selling	C	6	4	120	15	15	0	90	1+1+0	CA
35	3	4	9	7	Educational Publishing - Master Class 4	C	6	5	150	0	45	0	105	0+3+0	CA
36	3	7	6	8	E-books and Audiobooks	C	7	7	210	30	30	0	150	2+2+0	E
37	3	6	3	3	Book Presentation	C	7	6	180	30	15	0	135	2+1+0	CE
38	3	7	0	8	Literary Agencies	C	7	5	150	30	0	0	120	2+1+0	E
39	3	3	7	1	Contemporary Global Media 20th - 21st Century	C	8	5	150	30	15	0	105	2+1+0	CE
40	3	2	0	6	Criticism and Critical Practices	C	8	5	150	15	30	0	105	1+2+0	CA

Elective Courses

Elective Profile - Editorial-Publishing Process (EPP)* – the chosen electives have to contribute to 22 credits (of which 12 from the seventh semester and 10 from the eighth semester)

1	И	7	6	9	Publishing and Editing Books with Fiction and Non-Fiction Content	E	7	6	180	0	60	0	120	0+4+0	CA
2	И	1	5	0	Publishing Textbooks	E	7	3	90	15	15	0	60	1+1+0	CA
3	И	7	9	0	Specific Publishing Practices	E	7	3	90	30	15	0	45	2+1+0	CA
4	И	1	0	9	Business Communication	E	8	2	60	30	0	0	30	2+0+0	E
5	И	7	8	3	Children's Book Publishing	E	8	5	150	45	15	0	90	3+1+0	CE
6	И	4	9	8	Design and Visual Communication of the Book	E	8	3	90	30	15	0	45	2+1+0	CE

Elective Profile - Media and Public Relations (MPR)* – the chosen electives have to contribute to 22 credits (of which 12 from the seventh semester and 10 from the eighth semester)

1	И	3	9	5	Theory of Mass Communication	E	7	4	120	30	15	0	75	2+1+0	CE
2	И	4	0	0	Magazine Typology	E	7	4	120	30	15	0	75	2+1+0	CA
3	И	7	9	1	Strategic Communications in Book Publishing	E	7	4	120	0	45	0	75	2+1+0	CA
4	И	7	8	4	Production Approaches in Book Publishing	E	8	4	120	30	15	0	75	2+1+0	CE
5	И	7	7	0	Communication Skills in Audio-Visual Formats	E	8	3	90	30	15	0	45	2+1+0	CA

6	И	2	4	0	Media in Politics	E	8	3	90	30	15	0	45	2+1+0	CE
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Optional Subjects															
1	Φ	0	0	8	Sports - 1	O	1	4	120	0	0	60	60	0+0+4	E
2	Φ	0	1	2	English Language - 1	O	1	3	90	0	45	0	45	0+3+0	CA
3	Φ	0	1	3	French Language - 1	O	1	3	90	0	45	0	45	0+3+0	CA
4	Φ	0	1	4	German Language - 1	O	1	3	90	0	45	0	45	0+3+0	CA
5	Φ	0	0	9	Sports - 2	O	2	4	120	0	0	60	60	0+0+4	E
6	Φ	0	1	5	English Language - 2	O	2	3	90	0	45	0	45	0+3+0	E
7	Φ	0	1	6	French Language - 2	O	2	3	90	0	45	0	45	0+3+0	E
8	Φ	0	1	7	German Language - 2	O	2	3	90	0	45	0	45	0+3+0	E
9	Φ	0	5	3	Readers as an Audience	O	2	2	60	30	0	0	30	2+0+0	CA
10	Φ	0	1	0	Sports - 3	O	3	4	120	0	0	60	60	0+0+4	E
11	Φ	0	1	8	English Language - 3	O	3	3	90	0	45	0	45	0+3+0	CA
12	Φ	0	1	9	French Language - 3	O	3	3	90	0	45	0	45	0+3+0	CA
13	Φ	0	2	0	German Language - 3	O	3	3	90	0	45	0	45	0+3+0	CA
14	Φ	0	4	9	History of Philosophy	O	3	2	60	30	0	0	30	2+0+0	CA
15	Φ	0	1	1	Sports - 4	O	4	4	120	0	0	60	60	0+0+4	E
16	Φ	0	2	1	English Language - 4	O	4	3	90	0	45	0	45	0+3+0	E
17	Φ	0	2	2	French Language - 4	O	4	3	90	0	45	0	45	0+3+0	E
18	Φ	0	2	3	German Language - 4	O	4	3	90	0	45	0	45	0+3+0	E
19	Φ	0	6	7	20th-Century Book Publishing Through the Lens of World Fiction	O	4	2	60	30	0	0	30	2+0+0	CA
20	Φ	0	2	4	English Language - 5	O	5	3	90	0	45	0	45	0+3+0	CA
21	Φ	0	2	5	French Language - 5	O	5	3	90	0	45	0	45	0+3+0	CA
22	Φ	0	2	6	German Language - 5	O	5	3	90	0	45	0	45	0+3+0	CA
23	Φ	0	2	7	English Language - 6	O	6	3	90	0	45	0	45	0+3+0	E
24	Φ	0	2	8	French Language - 6	O	6	3	90	0	45	0	45	0+3+0	E
25	Φ	0	2	9	German Language - 6	O	6	3	90	0	45	0	45	0+3+0	E
26	Φ	0	3	0	English Language - 7	O	7	3	90	0	45	0	45	0+3+0	CA
27	Φ	0	3	1	French Language - 7	O	7	3	90	0	45	0	45	0+3+0	CA
28	Φ	0	3	2	German Language - 7	O	7	3	90	0	45	0	45	0+3+0	CA

29	Φ	0	5	7	Marketing Communications and Transmedia of Books and Art	O	7	2	60	30	0	0	30	2+0+0	CA
30	Φ	0	5	8	Audiobooks	O	7	2	60	0	30	0	30	0+2+0	CA
31	Φ	0	3	3	English Language - 8	O	8	3	90	0	45	0	45	0+3+0	E
32	Φ	0	3	4	French Language - 8	O	8	3	90	0	45	0	45	0+3+0	E
33	Φ	0	3	5	German Language - 8	O	8	3	90	0	45	0	45	0+3+0	E
34	Φ	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	C	2	1		90	CA
2	3	2	2	2	Summer Internship - 2	C	4	1		90	CA
3	3	2	2	2	Summer Internship - 3	C	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

* Each student must select one of the two elective profiles.

** 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 "Book Publishing"
 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 semeste			X semeste			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	285	30	6	315	29	6	330	30	6	285	29	6	285	30	6	285	29	5	135	18	3	90	10	2							2010	205	40
min. elective courses when selecting the profile "Editorial- Publishing Process" (EPP)																			135	12	3	135	10	3							270	22	6
min. elective courses when selecting the profile "Media and Public Relations" (MPR)																			135	12	3	135	10	3							270	22	6
optional courses																																	
internships				90	1	1				90	1	1				90	1	1													270	3	3
Total for BP+EPS:	285	30	6	405	30	7	330	30	6	375	30	7	285	30	6	375	30	6	270	30	6	225	20	5							2550	230	49
Total for BP+MPR:	285	30	6	405	30	7	330	30	6	375	30	7	285	30	6	375	30	6	270	30	6	225	20	5							2550	230	49
																											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 of Book Publishing