

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: Full-time or Part-time

Form of admission:

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



A photograph of two women in a modern office environment. One woman, with glasses and a dark sweater, is pointing at a laptop screen. The other woman, with curly hair and a blue and white striped shirt, is looking at the screen. The image is framed by large, vibrant pink geometric shapes. The background is a dark blue gradient.

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## 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

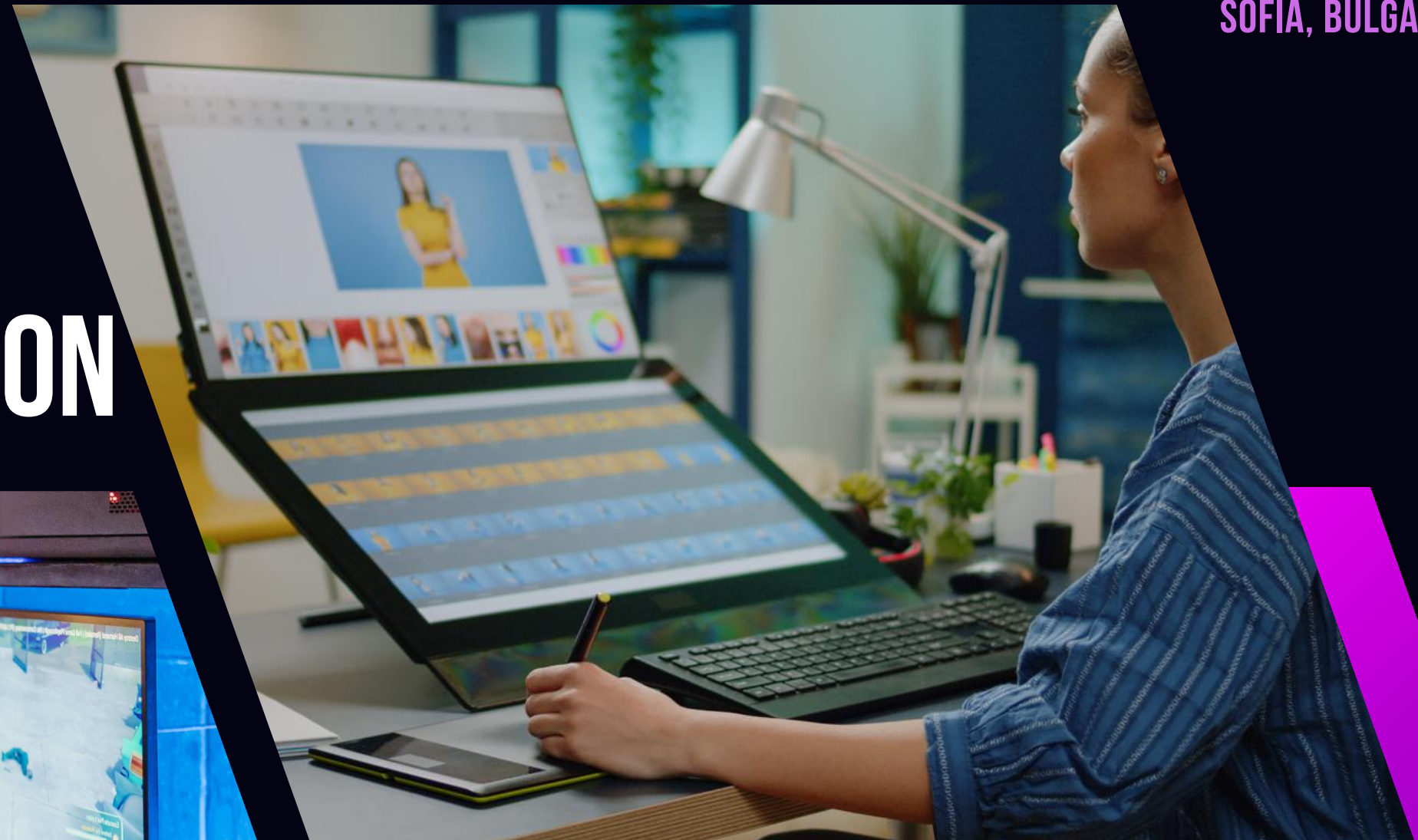
06

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 2024/2025**  
For Full-time Study: 2500 lv.  
For Part-time Study: 1800 lv.

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





**DOCUMENTS ARE ACCEPTED**  
**FROM 21 JULY**  
**TO 24 SEPTEMBER 2025**

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## CONTACT US

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

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All necessary documents are  
submitted electronically through  
the FJMC electronic system