



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"

Specialty: **Public Relations**

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Form of study: **part-time**

Duration of training (number of semester): **eight (240 credits)**

Professional Qualification: **Bachelor of Public Relations**

## Qualification description

*Major: PUBLIC RELATIONS*

### 1. Focus, educational goals

“Public Relations” Major offers quality training of a wide range of specialists in the field of different social and marketing communications – public relations, advertisement, reputation management, integrated marketing communications, etc.

This major’s educational goals are directed in several aspects: the development of quality public relations and advertising specialists, who are prepared to face the challenges of different social communications – media relations, social researches, convincing impact and social influence, reputation management; continuing of the education of Bachelor degree students of social and marketing communications in Master programs and PhD programs both in Bulgaria and abroad; the acquisition of skills for analysis of social trends, modeling of their consequences, consulting of management specialists, leaders and organizations on activities that are of corporate and social benefit.

### 2. Training (knowledge and skills necessary for successful professional activity; general theoretical and special training, etc.)

The education has an aim to form basic knowledge and skills as well as practical habits for the establishment of communication relations of a common interest for the society and different organizations. “Public Relations” Major graduates will acquire the following qualities and knowledge:

- shaping of sustainable and trustworthy knowledge of the functions, forms and methods of public relations both as a job and as social practice;
- getting acquainted with the specifics and the history of PR activity in the contemporary Bulgarian conditions, and with world trends in this aspect;
- detailed review of the history, theory and practice of effective communication of public interest between social groups and organizations;
- knowledge of the ways and the mechanics of functioning of public communication of social value in different context;
- knowledge of the influence of different social-psychological, economic, technologic and cultural factors on PR technologies.

“Public Relations” Major in the Educational and Qualification degree “Bachelor” gives the students a fundamental theoretical preparation on public communication, marketing, advertisement and media, and guarantees broad knowledge in the field of social sciences, economics and law, communicational rationality and information activities.

The curriculum of “Book Publishing” Major meets fully the contemporary educational standards and complies with the greatest extent to the end goal – formation of quality experts on social and marketing communications. For this aim, students are taught basic courses, e.g. theory of communications, fundamentals of advertisement, psychology of communication, theory and history of public relations. Of no less importance in this major are the courses on marketing, political marketing, graphic design, sociology, psychology, ethno-psychology, semiotics and ethics. Knowledge and skills on public relations are required via important profiling disciplines: strategies and tactics of public relations, writing for public relations, and communication in times of crisis. Marketing communications are taught in topical courses, e.g. fundamentals of advertisement, advertisement campaigns in the media, social media, and integrated marketing communications. An important part of the program are the courses linked to the Bachelor degree students’ skills in digital communication, the theoretical knowledge on convincing impact and planning, on strategies and tactics of public relations, etc.

Bachelor degree students could also choose between several additional qualifications thanks to the broad spectrum of optional and elective courses. A key aim of this curriculum is for the students to be as close as possible to the working practice and to the specific skills needed for public relations activity. For that reason, there are annual training practices for all Bachelor degree students, which practices are organized in PR and advertising agencies, in the communicational departments of different organizations – ministries, foundations, non-government organizations, etc. Students could also participate in the ERASMUS program thanks to which some of them could spend a semester in leading Western universities.

### 3. Professional competencies

This curriculum guarantees the acquisition of theoretical knowledge in the field of communication studies and public relations as a social necessity, and fundamental training in the field of social studies and mass communications, as well as specialized knowledge of different courses, which are necessary for every contemporary PR specialist – PR agency management, professional ethics, mastering of this specialty’s terminology, willingness for co-operation, and team work. Students are able to realistically determine the positions and interests of target audiences or clients of different agencies, and to lead an effective PR campaign for the support of important projects and tasks.

“Public Relations” Major prepares quality specialists in social and marketing communications. Thanks to the well-structured and balanced Bachelor degree, students acquire knowledge and skills for practicing different types of social and marketing communication with regards to: the characteristics of audience and target groups; the measurement of their attitudes and the effectiveness of communication; different communicative strategies and approaches; the creative aspects of communication; sign systems, etc. As an end result, Bachelor degree graduates are able to plan and create different and qualitative communication campaigns in the whole spectrum of social and marketing relations. Many courses on the managerial aspects of these activities are included in this major’s curriculum. Therefore, students could successfully take leading positions in PR and advertising agencies, and in the communicative departments of different organizations – ministries, agencies, non-government organizations, foundations, and private companies, to consult employees on leading positions, etc.

### 4. Professional development

By mastering the basics and the principals of management of communication processes in society and in the social sphere “Public Relations” Major graduates acquire the necessary qualification for the following professions:

- Public Relations specialist;
- Media analyst;
- Advertising specialist;
- Copywriter;
- Art director;
- Media planner;
- Creative specialist in PR and advertising agencies;
- Social and marketing communications manager;
- Brand manager;
- Marketing specialist.

Students who acquire the Educational and Qualification degree “Bachelor” of “Public Relations” major can continue their education in the higher educational degrees “Master” and “Doctor of Philosophy” in Bulgaria and in abroad.

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Major in "Public Relations" - Bachelor degree, part-time

for the class starting in 2021-2022 year

№	Course Code	Course Title	Type - C, E, O	Term	ECTS credits	Number of classes - total				Number of classes per week	Type of evaluation* - E, CA, CEV, Cont.
						Total	Lectures	Seminars	Practical classes/ practices		
1	2	3	4	5	6	7	8	9	10	11	12
<b>Compulsory Courses</b>											
1	3 3 8 8	Theory and History of PR	C	1	7	210	23	7	0	23+7+0	E
2	3 1 5 6	Integrated marketing communications	C	1	7	210	23	7	0	23+7+0	CEV
3	3 3 5 3	Social Psychology	C	1	4	120	15	0	0	15+0+0	E
4	3 2 3 4	Media Language and Writing Styles	C	1	5	150	15	8	0	15+8+0	CEV
5	3 5 0 2	Sociology of Public Communication	C	1	7	210	23	7	0	23+7+0	E
6	3 2 8 4	Fundamentals of Advertisement	C	2	7	210	23	7	0	23+7+0	CEV
7	3 1 4 9	Image Building	C	2	7	210	23	7	0	23+7+0	E
8	3 3 8 9	Theory and Practice of Text Editing	C	2	6	180	8	15	0	8+15+0	E
9	3 6 8 0	Creative Communication - Practice 1	C	2	6	180	0	23	0	0+23+0	CA
10	3 3 9 5	Theory of Mass Communication	C	3	6	180	23	7	0	23+7+0	CEV
11	3 2 6 5	Ethno-Psychology	C	3	6	180	23	7	0	23+7+0	E
12	3 2 5 7	Methods of Mass Communication Research	C	3	6	180	23	7	0	23+7+0	E
13	3 2 8 6	Writing for PR	C	3	6	180	15	15	0	15+15+0	CA
14	3 6 8 4	Communicative Skills (Photography)	C	3	4	120	0	23	0	0+23+0	CA
15	3 6 7 9	Theory of Digital Communication	C	4	6	180	15	8	0	15+8+0	E
16	3 2 3 5	Media Marketing	C	4	6	180	23	0	0	23+0+0	E
17	3 2 9 3	Political Marketing	C	4	6	180	23	0	0	23+0+0	E
18	3 1 0 9	Business Communication	C	4	3	90	15	0	0	15+0+0	CA
19	3 6 8 1	Creative Communication - Practice 2	C	4	6	180	0	23	0	0+23+0	CA
20	3 3 3 9	Advertisement Campaign in Media	C	5	6	180	23	7	0	23+7+0	E
21	3 6 8 5	Practical Aspects of Corporate Communications	C	5	6	180	23	7	0	23+7+0	E
22	3 3 6 5	Strategies and Tactics of PR	C	5	6	180	23	7	0	23+7+0	CEV
23	3 1 8 6	Communicative Skills (Radio)	C	5	5	150	15	8	0	15+8+0	CA
24	3 6 8 6	Reputation Management	C	5	5	150	23	0	0	23+0+0	CA
25	3 1 2 0	Graphic Design	C	6	7	210	15	15	0	15+15+0	CEV
26	3 3 1 4	Psychology of Communication	C	6	7	210	23	7	0	23+7+0	E
27	3 1 8 7	Communicative Skills (TV)	C	6	6	180	8	15	0	8+15+0	CA
28	3 6 8 2	Creative Communication - Practice 3	C	6	6	180	0	23	0	0+23+0	CA

29	3	3	4	8	Semiotics of Communication	C	7	7	210	15	8	0	15+8+0	CEV
30	3	6	8	7	Ethics and Convincing Impact	C	7	8	240	23	7	0	23+7+0	E
31	3	2	4	9	Media Law	C	7	4	120	15	0	0	15+0+0	CA
32	3	6	8	3	Creative Communication - Practice 4	C	7	7	210	0	23	0	0+23+0	CA
33	3	2	7	3	New Media	C	8	7	210	23	7	0	23+7+0	CEV
34	3	6	8	8	Brand Management	C	8	6	180	15	8	0	15+8+0	CEV
35	3	1	9	6	Communication in Time of Crisis	C	8	7	210	23	7	0	23+7+0	CA

### Elective Courses - a minimum of 16 credits

Elective Courses in the second term must carry a minimum of 3 credits

1	И	1	6	6	History of Bulgarian Advertisement	E	2	3	90	15	0	0	15+0+0	CA
2	И	1	6	9	Contemporary History	E	2	3	90	15	0	0	15+0+0	CA
3	И	6	8	9	Advertising Practice	E	2	3	90	8	7	0	8+7+0	CA
4	И	6	6	9	Communication of Science	E	2	3	90	8	7	0	8+7+0	CA

Elective Courses in the third term must carry a minimum of 2 credits

5	И	2	4	5	Media Aspects and Social Conflicts	E	3	2	60	15	0	0	15+0+0	CA
6	И	3	7	2	Contemporary Social Theories	E	3	2	60	15	0	0	15+0+0	CA

Elective Courses in the fourth semester must carry a minimum of 2 credits

7	И	2	4	7	Media and Communication Researches	E	4	2	60	15	0	0	15+0+0	CA
8	И	2	6	9	Nonverbal Communication in Society	E	4	2	60	15	0	0	15+0+0	CA

Elective Courses in the fifth term must carry a minimum of 2 credits

9	И	2	5	3	International Communication	E	5	2	60	15	0	0	15+0+0	CA
10	И	3	9	3	Theory of Culture	E	5	2	60	15	0	0	15+0+0	CA
11	И	6	9	0	Media Construction of the Public Image	E	5	2	60	15	0	0	15+0+0	CA

Elective Courses in the sixth semester must carry a minimum of 3 credits

12	И	7	0	0	Media Economy	E	6	3	90	15	0	0	15+0+0	CA
13	И	4	0	5	Brand Management	E	6	3	90	15	0	0	15+0+0	CA
14	И	4	0	6	Management of Organizations	E	6	3	90	15	0	0	15+0+0	CA

Elective Courses in the seventh semester must carry a minimum of 4 credits

15	И	4	8	7	Political Image	E	7	4	120	15	0	0	15+0+0	CA
16	И	3	9	8	Techniques of Verbal Communication	E	7	4	120	15	0	0	15+0+0	CA
17	И	5	0	3	Corporate Communication	E	7	4	120	15	0	0	15+0+0	CA

### Optional Disciplines

1	Ф	0	3	7	Comic Books and Marketing Communications	O	1	2	60	15	0	0	15+0+0	CA
2	Ф	0	3	8	Marketing Communications for Technologies and Innovations	O	1	2	60	15	0	0	15+0+0	CA
3	Ф	0	3	9	Alternative Techniques for Communication with Public	O	5	2	60	15	0	0	15+0+0	CA
4	Ф	0	3	6	Writing of a Bachelor thesis/ scientific writing for graduating students	O	8	2	60	15	0	0	15+0+0	CA

**Compulsory Courses for Foreign Students\***

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

**Study Practicum**

No	Code				Practicum Title	Type - C, E, O	Term	ECTS - credits	Weeks	Hours	Type of evaluation* - E, CA, CEV
1	3	2	2	2	Summer Educational Practice - 1	C	2	1		60	CA
2	3	2	2	2	Summer Educational Practice - 2	C	4	1		60	CA
3	3	2	2	2	Summer Educational Practice - 3	C	6	1		60	CA

**Graduation**

Form of a degree completion	ECTS - credits	First thesis defence session	Second thesis defence session
Thesis Defence	10	July	November

\* The obtained credits are added as optional to the reglamented 240 credits for the Educational and Qualification Degree "Bachelor".

Sofia University "St. Kliment Ohridski"

**Curriculum Reference Statement**

"Public Relations" Major

Educational Form: part-time, Educational Period: 8 terms

Course Load, ECTS-credits and number of grades for the term																											
Type of courses	I Term			II Term			III Term			IV Term			V Term			VI Term			VII Term			VIII Term			Total		
	Course Load (number of ECTS – credits number of grades			Course Load (number of ECTS – credits number of grades			Course Load (number of ECTS – credits number of grades			Course Load (number of ECTS – credits number of grades			Course Load (number of ECTS – credits number of grades			Course Load (number of ECTS – credits number of grades			Course Load (number of ECTS – credits number of grades			Course Load (number of ECTS – credits number of grades			Course Load (number of classes) ECTS – credits number of grades		
Compulsory Courses	128	30	5	106	26	4	143	28	5	107	27	5	136	28	5	106	26	4	91	26	4	83	20	3	900	211	35
min. of elective courses				15	3	1	15	2	1	15	2	1	15	2	1	15	3	1	15	4	1				90	16	6
Training Practices				60	1	1				60	1	1				60	1	1							180	3	3
<b>Total:</b>	<b>128</b>	<b>30</b>	<b>5</b>	<b>181</b>	<b>30</b>	<b>6</b>	<b>158</b>	<b>30</b>	<b>6</b>	<b>182</b>	<b>30</b>	<b>7</b>	<b>151</b>	<b>30</b>	<b>6</b>	<b>181</b>	<b>30</b>	<b>6</b>	<b>106</b>	<b>30</b>	<b>5</b>	<b>83</b>	<b>20</b>	<b>3</b>	<b>1170</b>	<b>230</b>	<b>44</b>

Form of a degree completion	ECTS - credits	number of classes for preparation	First thesis defence session	Second thesis defence session
Thesis Defence	10		July	November

**Acquired professional qualification:** Bachelor of Public Relations