



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: **Public Relations**

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Form of Study: **full-time**

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

Professional Qualification: **Bachelor in Public Relations**

Qualification Description

Bachelor's Degree Program: PUBLIC RELATIONS

1. Aims and Educational Objectives

The Public Relations major offers quality training to a wide range of specialists in the field of various social and marketing communications - public relations, advertising, reputation management, integrated marketing communications, etc.

The educational goals of the specialty are in several directions: building quality public relations and advertising specialists who are prepared for the challenges of various social communications - media relations, social research, persuasive impact and social influence, reputation management; continuing the education of students from the Bachelor's degree in Social and Marketing communications in Master's and Doctoral programs in Bulgaria and abroad; acquiring skills for analyzing social trends, modeling their consequences, consulting managers, leaders and organizations for actions that are of corporate and public benefit.

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 training aims to form basic knowledge and skills as well as practical habits for building communication links of common interest for society and various organizations. Graduates of the "Public Relations" specialty will possess the following professional qualities and knowledge:

- forming sustainable and reliable knowledge about the functions, forms and methods of public relations as a profession and social practice;
- familiarization with the specifics and history of PR activities in contemporary Bulgarian conditions, as well as with trends worldwide;
- detailed examination of the history, theory, and practice of effective public interest communication between social groups and organizations;
- knowledge of the ways and mechanisms of functioning of public communication with social significance in different contexts;
- knowledge about the conditioning of PR technologies by various socio-psychological, economic, technological and cultural factors;

The Public Relations major at the Bachelor's Degree Program in Public Relations provides students with fundamental theoretical training in public communication, marketing, advertising and media and guarantees broad knowledge in the fields of social, economic and legal sciences, communicative rationality and information activities.

The curriculum of the specialty "Public Relations" fully meets modern educational standards and is most consistent with the ultimate goal - the formation of quality specialists in social and marketing communications. To this end, students study a number of basic disciplines such as communication theory, advertising basics, communication psychology, theory and history of public relations. No less important disciplines in the specialty are marketing, political marketing, graphic design, sociology, psychology, folk psychology, semiotics and ethics. Knowledge and skills in public relations are acquired through important profile disciplines: strategies and tactics of public relations, writing for public relations, communications during a crisis. Marketing communications are taught through current courses such as advertising basics, advertising campaigns in the media, social media, integrated marketing communications. An important part of the program are also disciplines regarding bachelor's skills related to digital communication, theoretical knowledge on persuasive impact and planning, public relations strategies and tactics, etc.

Bachelors can also choose from a wide range of optional and elective courses. The main aim of the program is to bring students as close as possible to the practice and specific skills of public relations. For this reason, every year, internships are organized for Bachelor students in leading PR and advertising agencies, in communication departments of various organizations - ministries, foundations, NGOs, etc. Students also have the opportunity to participate in ERASMUS internships. Thanks to this, some of them can study for one semester at leading Western universities.

3. Professional and general competences, specific competences

The curriculum guarantees the acquisition of theoretical knowledge in the field of communication knowledge and PR as a social need, fundamental training in the field of social sciences and mass communications, and specialized knowledge in a number of disciplines that are necessary for a modern PR specialist - management of a PR agency, professional ethics, persuasive influence and social communication, etc. The training offers additional opportunities for specialization in various PR profiles, mastery of the terminology of the discipline, readiness for cooperation and teamwork. Students will be able to reliably determine the positions and interests of target audiences or clients of various agencies and conduct an effective PR campaign to support important projects and tasks.

The specialty "Public Relations" prepares competent specialists in social and marketing communications. Thanks to the well-structured and balanced Bachelor's program, students acquire knowledge and skills for practicing various social and marketing communications in terms of: the characteristics of audiences and consumer groups; measuring their attitudes and the effectiveness of communications; various communicative strategies and approaches; creative aspects of communications; sign systems, etc. As a result, bachelors can plan and create various and high-quality communication campaigns across the entire spectrum of social and marketing interactions. The specialty also includes quite a few disciplines related to the managerial aspects of these activities. Therefore, students can successfully occupy managerial positions in PR and advertising agencies, as well as in the communication departments of various organizations - ministries, agencies, non-governmental organizations, foundations and private companies, consult employees in management positions, 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 program aims to prepare highly qualified specialists in response to the transformation processes and new demands of the labor market by professionals with established knowledge and skills for work in the rapidly changing field of public relations. The Bachelor's program prepares communication experts who can be realized in the field of PR agencies and media, communication departments of institutions and business organizations, in the field of reputation and crisis management, strategic communications, as PR specialists in government institutions, non-governmental organizations, public diplomacy and policy departments and as media relations specialists in business organizations, media companies, PR agencies, as well as in the field of consulting services.

According to the National Classification of Occupations and Positions in the Republic of Bulgaria (NCPO-2011), graduates will be able to work as:

1222 Head of advertising and public relations,
2432-6001 Expert, Public Relations
2421-6015 Communications Specialist,
2432 Public Relations Specialists
2431 Advertising and marketing professionals;

2431-6003 Expert, advertising

1213 Head of policy and strategic planning;

1330 Head of information and communication technology,

2642 All positions related to strategic communications and the presentation, transmission and analysis of news and public events through the media.

Ф Ж В 0 2 0 1

Program code

Bachelor's Degree Program "Public Relations" - 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	3	8	8	Theory and History of Public Relations	C	1	7	210	45	15	0	150	3+1+0	CE
2	3	1	5	6	Integrated Marketing Communications	C	1	7	210	45	15	0	150	3+1+0	CE
3	3	3	5	3	Social Psychology	C	1	4	120	30	0	0	90	2+0+0	E
4	3	2	3	4	Media Language and Writing Styles	C	1	5	150	30	15	0	105	2+1+0	CE
5	3	5	0	2	Sociology of Public Communication	C	1	7	210	45	15	0	150	3+1+0	CE
6	3	2	8	4	Theory and History of Advertising	C	2	7	210	45	15	0	150	3+1+0	CE
7	3	1	4	9	Image Building	C	2	7	210	45	15	0	150	3+1+0	E
8	3	3	8	9	Theory and Practice of Editing	C	2	6	180	15	30	0	135	1+2+0	CE
9	3	6	8	0	Creative Communication - Master Class 1	C	2	6	180	0	45	0	135	0+3+0	CA
10	3	3	9	5	Theory of Mass Communication	C	3	6	180	45	15	0	120	3+1+0	CE
11	3	2	6	5	Ethno-Psychology	C	3	6	180	45	15	0	120	3+1+0	CE
12	3	2	5	7	Methods for Researching Mass Communication	C	3	6	180	45	15	0	120	3+1+0	E
13	3	2	8	6	Writing for Public Relations	C	3	6	180	30	30	0	120	2+2+0	CE
14	3	6	8	4	Communication Skills (Photography)	C	3	4	120	0	45	0	75	0+3+0	CA
15	3	6	7	9	Theory of Digital Communication	C	4	6	180	30	15	0	135	2+1+0	CE
16	3	2	3	5	Media Marketing	C	4	6	180	45	0	0	135	3+0+0	E
17	3	2	9	3	Political Marketing	C	4	6	180	45	0	0	135	3+0+0	E
18	3	1	0	9	Business Communication	C	4	3	90	30	0	0	60	2+0+0	CA
19	3	6	8	1	Creative Communication - Master Class 2	C	4	6	180	0	45	0	135	0+3+0	CA
20	3	3	3	9	Media Advertising Campaign	C	5	6	180	45	15	0	120	3+1+0	CE
21	3	6	8	5	Practical Aspects of Corporate Communications	C	5	6	180	45	15	0	120	3+1+0	E
22	3	3	6	5	Strategies and Tactics of Public Relations	C	5	6	180	45	15	0	120	3+1+0	CE
23	3	1	8	6	Communication Skills (Radio)	C	5	5	150	30	15	0	105	2+1+0	CE
24	3	6	8	6	Reputation Management	C	5	5	150	45	0	0	105	3+0+0	CA
25	3	1	2	0	Graphic Design	C	6	7	210	30	30	0	150	2+2+0	CE
26	3	3	1	4	Psychology of Communication	C	6	7	210	45	15	0	150	3+1+0	CE
27	3	1	8	7	Communication Skills (Television)	C	6	6	180	15	30	0	135	1+2+0	CA

28	3	6	8	2	Creative Communication - Master Class 3	C	6	6	180	0	45	0	135	0+3+0	CA
29	3	3	4	8	Semiotics of Communication	C	7	7	210	30	15	0	165	2+1+0	CE
30	3	6	8	7	Ethics and Persuasive Influence	C	7	8	240	45	15	0	180	3+1+0	CE
31	3	2	4	9	Media Law	C	7	4	120	30	0	0	90	2+0+0	CA
32	3	6	8	3	Creative Communication - Master Class 4	C	7	7	210	0	45	0	165	0+3+0	CA
33	3	2	7	3	New Media	C	8	7	210	45	15	0	150	3+1+0	CE
34	3	6	8	8	Brand Management	C	8	6	180	30	15	0	135	2+1+0	CE
35	3	1	9	6	Communication During a Crisis	C	8	7	210	45	15	0	150	3+1+0	CE

Elective courses - *the chosen electives have to contribute to minimum 16 credits*

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

1	И	1	6	6	History of Bulgarian Advertising	E	2	3	90	30	0	0	60	2+0+0	CE
2	И	1	6	9	Contemporary History	E	2	3	90	30	0	0	60	2+0+0	CA
3	И	6	6	9	Communication of Science	E	2	3	90	15	15	0	60	1+1+0	CA

In the third semester, the chosen electives have to contribute to minimum 2 credits

4	И	2	4	5	Media Aspects and Social Conflicts	E	3	2	60	30	0	0	30	2+0+0	CA
5	И	3	7	2	Contemporary Social Theories	E	3	2	60	30	0	0	30	2+0+0	CE

In the fourth semester, the selected subjects must carry a minimum of 2 credits.

6	И	2	4	7	Media and Communication Studies	E	4	2	60	30	0	0	30	2+0+0	CA
7	И	2	6	9	Nonverbal Communication	E	4	2	60	30	0	0	30	2+0+0	CA

In the fifth semester, the selected subjects must carry a minimum of 2 credits.

8	И	2	5	3	International Communication	E	5	2	60	30	0	0	30	2+0+0	CA
9	И	3	9	3	Theory of Culture	E	5	2	60	30	0	0	30	2+0+0	CA
10	И	6	9	0	Media Construction of the Public Image	E	5	2	60	30	0	0	30	2+0+0	CA

In the sixth semester, the selected subjects must carry a minimum of 3 credits.

11	И	7	0	0	Media Economy	E	6	3	90	30	0	0	60	2+0+0	CA
12	И	4	0	5	Management of the Brand	E	6	3	90	30	0	0	60	2+0+0	CA
13	И	4	0	6	Management of Organizations	E	6	3	90	30	0	0	60	2+0+0	CA

In the seventh semester, the selected subjects must carry a minimum of 4 credits.

14	И	4	8	7	Political Image	E	7	4	120	30	0	0	90	2+0+0	CA
15	И	3	9	8	Verbal Communication Techniques	E	7	4	120	30	0	0	90	2+0+0	CA
16	И	5	0	3	Corporate Communication	E	7	4	120	30	0	0	90	2+0+0	CA

Optional subjects

1	Φ	0	0	8	Sports - 1	O	1	4	120	0	0	60	120	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	4	3	The European Cybersecurity Architecture	0	2	2	60	30	0	0	30	2+0+0	CA
6	Φ	0	0	9	Sports - 2	0	2	4	120	0	0	60	120	0+0+4	E
7	Φ	0	1	5	English Language - 2	0	2	3	90	0	45	0	45	0+3+0	E
8	Φ	0	1	6	French Language - 2	0	2	3	90	0	45	0	45	0+3+0	E
9	Φ	0	1	7	German Language - 2	0	2	3	90	0	45	0	45	0+3+0	E
10	Φ	0	1	0	Sports - 3	0	3	4	120	0	0	60	120	0+0+4	E
11	Φ	0	1	8	English Language - 3	0	3	3	90	0	45	0	45	0+3+0	CA
12	Φ	0	1	9	French Language - 3	0	3	3	90	0	45	0	45	0+3+0	CA
13	Φ	0	2	0	German Language - 3	0	3	3	90	0	45	0	45	0+3+0	CA
14	Φ	0	1	1	Sports - 4	0	4	4	120	0	0	60	120	0+0+4	E
15	Φ	0	2	1	English Language - 4	0	4	3	90	0	45	0	45	0+3+0	E
16	Φ	0	2	2	French Language - 4	0	4	3	90	0	45	0	45	0+3+0	E
17	Φ	0	2	3	German Language - 4	0	4	3	90	0	45	0	45	0+3+0	E
18	Φ	0	2	4	English Language - 5	0	5	3	90	0	45	0	45	0+3+0	CA
19	Φ	0	2	5	French Language - 5	0	5	3	90	0	45	0	45	0+3+0	CA
20	Φ	0	2	6	German Language - 5	0	5	3	90	0	45	0	45	0+3+0	CA
21	Φ	0	2	7	English Language - 6	0	6	3	90	0	45	0	45	0+3+0	E
22	Φ	0	2	8	French Language - 6	0	6	3	90	0	45	0	45	0+3+0	E
23	Φ	0	2	9	German Language - 6	0	6	3	90	0	45	0	45	0+3+0	E
24	Φ	0	3	0	English Language - 7	0	7	3	90	0	45	0	45	0+3+0	CA
25	Φ	0	3	1	French Language - 7	0	7	3	90	0	45	0	45	0+3+0	CA
26	Φ	0	3	2	German Language - 7	0	7	3	90	0	45	0	45	0+3+0	CA
27	Φ	0	3	3	English Language - 8	0	8	3	90	0	45	0	45	0+3+0	E
28	Φ	0	3	4	French Language - 8	0	8	3	90	0	45	0	45	0+3+0	E
29	Φ	0	3	5	German Language - 8	0	8	3	90	0	45	0	45	0+3+0	E
30	Φ	0	3	6	Writing a Thesis/Scientific Writing for Graduating Students	0	8	2	60	30	0	0	30	2+0+0	CA

Compulsory 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	2	Summer Internship - 1	C	2	1		90	CA
2	3	2	2	2	2	Summer Internship - 2	C	4	1		90	CA
3	3	2	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

* 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 "Public Relations"
 form of study: full-time, length of study: 8 semesters

Course hours, ECTS credits and number of grades per semester																											
Type of courses	I			II			III semester			IV semester			V			VI			VII			VIII			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
compulsory courses	255	30	5	210	26	4	285	28	5	210	27	5	270	28	5	210	26	4	180	26	4	165	20	3	1785	211	35
min. elective courses				30	3	1	30	2	1	30	2	1	30	2	1	30	3	1	30	4	1				180	16	6
optional courses																											
internships				90	1	1				90	1	1				90	1	1							270	3	3
Total:	255	30	5	330	30	6	315	30	6	330	30	7	300	30	6	330	30	6	210	30	5	165	20	3	2235	230	44
																								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 Public Relations