**Master's Program:**DIGITAL MEDIA AND COMMUNICATION

**Introduction**

The program aims to prepare qualified specialists in response to an emergency needed 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.

It offers the following opportunities for specialization: profile "Digital Media", profile "PR in the Digital Age” and profile "Digital Advertising and Marketing".

The program aims to train and qualify professionals in response to an urgent need in the labor market for professionals with knowledge, skills and competencies in the field of digital media and communication.

**Program outcome**

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.

**Possible fields of application**

Online Marketing Manager

Media Manager / PR Manager/ Marketing Manager / Product Manager

New Media Expert

Manager Web Communications

Editorial office

Content Marketing

Digital Consulting

**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**

You can study full–time or part-time for one year and half (three semesters). Professional qualification: Master of Digital Media and Communication.

**MASTER’S PROGRAM CIRRICULUM can be read here**

**Teaching**

The taught course takes place within the University’s two 15-week semesters and involves lectures, seminars, tutorials and case-study work. Students must successfully defend their Master’s thesis before the MA degree will be granted.

**Tuition Fees - 2021/2022**

EU students - full-time: 6000 BGN part-time: 5000 BGN

Non-EU students - full-time: 3850 € part-time: 3300 €

The fees are paid directly to the School’s bank account, in three installments, at the beginning of each semester.

**Admission requirements**

A Bachelor or Master degree.

The program is designed for students graduated in professional field Public communication and information sciences; Sociology, anthropology and cultural sciences; Political and Social Sciences; Law; Administration and management; Economics; Philology; Philosophy.

All teaching, course materials, and coursework will be in English. Students whose native language is not English must provide evidence that they have sufficient command of both spoken and written English, which correspond at least to the level C1 of the Common European Framework of Reference for Languages (CEFR) proficiency levels (Advanced English level: C1, TOEFL IBT: 100, TOEFL PBT: 600, TOEFL computer based: 250, IELTS: 7).