



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: **Communication Management**

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Form of study: **full-time**

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

Professional Qualification: **Bachelor of Communication Management**

## Qualification description

**Major:** *COMMUNICATION MANAGEMENT*

### 1. Focus, educational goals

“Communication Management” is a major, which gives knowledge and skills to the students in the Bachelor degree of education in the field of communications – journalism, audio and visual technologies, media; in economics – financing and management of organizations that create informative and media content; in law – copyright, the law of access to information, administrative and commercial activities of the subject in the field of media and communication; in the field of public communications and information sciences – creation and distribution of information via different channels by taking into account the regional, political and cultural specifics of the audience. The aim is to respond to the new labor market environment, which characterizes itself with an increased diffusion of knowledge, new skills and the creation of new professions. The rapid development of communication technologies and the unification of different institutions (media, audio and visual technologies, digital and mobile communications) lead to market development and to new requirements towards the announced positions in the labor market.

The educational service provided by this major is coordinated with many international treaties and qualifications (e.g. the International Standard Classification of Education – Fields of Education and Training (ISCED F-2013). This guarantees the major’s effectiveness in the educational goals and professional development.

According to the Republic of Bulgaria’s National Qualification Framework this major belongs to the educational and qualification sublevel 6B. Bachelor, which corresponds to the First cycle of the European Qualifications Framework of the European Higher Education Area.

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

The aim of the training is to prepare highly qualified specialists on strategic management of communications (communication management) – management of communication campaigns towards certain user groups. Students acquire skills for using the specific aspects of different digital information and communication platforms, and skills for creating and managing information and media content.

Creation and distribution of media content usually is a part of the strategic priorities of firms and organizations, of media corporations, of state institutions, of startup companies, etc. This activity is a part of the obligations of the middle and high management teams of firms and organizations. Specialists with the specific knowledge and skills in the field of communication management are highly sought, i.e. specialists, who can participate in the creation of communication strategies, create and manage information and media content. Training includes disciplines, which allow specialists graduating in this field to have diverse knowledge and good general knowledge, as well as communicative skills that are adaptable to the specifics of communications in different social spheres.

### **General theoretical training**

The integrity of this major requires training in theory and methodology of communications (media and informational literacy, persuasion and social influence, strategic communications and content management, etc.), theory and basic knowledge of civil and administrative law (constitutional law, copyright and intellectual property law, etc.), theory and methodology of economics and financing of organizations (finance management, international economics, etc.), fundamentals of international relations and theory and pragmatics of language training, theory and methodology of different fields in the information and media sciences (communication design, content management, copywriting, etc.).

### **Special training**

Study disciplines prepare the future communication manager in the context of world trends: knowledge on the creation of information and audio and visual products and work in a digital environment, increasing of the digital and informational literacy, creation of communication strategies for transmedia communication networks, regionalization of media markets and regional identity, innovations and investments in intelligent technologies, work with facts and data in digital media, image creation, etc.

### **Knowledge**

Students will have the opportunity to acquire and use specialized and systematic knowledge of media and communications, management and finance of communication campaigns, of critical analysis and synthesizing of new ideas in the general fields of social sciences, economics, law, and communication studies; of the specifics of the communication environment; of methods of management of information resources and data bases; of content creation and management; of media products creation; of methods of management of programs and projects; of languages and language training, etc.

### **2. Professional competencies**

Students will have the most important abilities of a communication manager: to create communication strategy; to be flexible when taking decisions according to the dynamic and complicated communication environment; to cope with the speed and volume of information streams; to be able to use huge amount of data and algorithms for communication; to communicate and balance managing processes; to have the abilities to communicate in support of taking managing decisions; to be able to manage social media profiles; to have basic economic and law knowledge when creating and managing information; to work with “open data bases”; to create information and media content; to be able to analyze sociological data for the information market, etc.

### **3. Professional development**

Positions, which graduated students can take with priority, are: communication specialists and CEOs of companies; strategic communications managers; financing communications (investor relations) managers; political and international communications managers; managing positions in business with content creation; creators of data bases, meta data and information platforms; media management and corporate identity technologists and designers; consultants on communication politics and strategies; experts on communication planning, communication structures, communication logistics and control. Students who graduate in the Bachelor degree of “Communication Management” are trained for development in the middle and high levels of communication management and content management in different organizations – both public and private.

Bachelor degree graduates can continue their education in the Educational and Qualification degree “Master” in Bulgarian and foreign universities.

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Major in "Communication Management" - Bachelor degree, full-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 5 6 0	International Relations	C	1	3	90	30	0	0	2+0+0	E
2	3 6 9 2	Strategic Communications	C	1	6	180	45	15	0	3+1+0	CEV
3	3 5 4 6	Computer Technologies (Practice)	C	1	3	90	0	30	0	0+2+0	E
4	3 5 4 7	Philosophy of Communication	C	1	3	90	30	0	0	2+0+0	E
5	3 5 4 3	Building of Communication Effects	C	1	6	180	45	15	0	3+1+0	CEV
6	3 5 5 3	Constitutional Law	C	2	3	90	30	0	0	2+0+0	E
7	3 5 5 7	Media Ecosystem	C	2	6	180	45	15	0	3+1+0	E
8	3 5 5 8	Media and Informational Literacy	C	2	5	150	45	0	0	3+0+0	CA
9	3 5 8 9	Management of Information Resources	C	2	6	180	45	15	0	3+1+0	CEV
10	3 5 8 8	Persuasion and Social Influence	C	3	5	150	45	15	0	3+1+0	CEV
11	3 5 5 1	Communication Techniques and Skills	C	3	5	150	45	15	0	3+1+0	E
12	3 5 4 8	Communications and World Media	C	3	5	150	45	15	0	3+1+0	E
13	3 5 4 9	Communication Design	C	3	5	150	45	15	0	3+1+0	CEV
14	3 5 3 6	Introduction to micro- and macroeconomics	C	3	4	120	45	15	0	3+1+0	E
15	3 6 9 3	Means of Expression in the Audio-Visual Production	C	4	5	150	45	15	0	3+1+0	E
16	3 5 5 9	International Economics	C	4	5	150	45	15	0	3+1+0	E
17	3 5 9 7	Finance and Financial Management	C	4	5	150	45	15	0	3+1+0	CA
18	3 5 5 4	Content Marketing	C	4	5	150	45	15	0	3+1+0	E
19	3 5 5 5	Culture and Regional Identity	C	5	4	120	45	0	0	3+0+0	E
20	3 5 3 8	Diffusion of Media Content	C	5	5	150	45	15	0	3+1+0	CEV
21	3 5 5 6	Cultural and Historical Relationships and Media Content	C	5	5	150	45	15	0	3+1+0	E
22	3 5 8 1	Public Law Aspects of Information	C	5	4	120	45	0	0	3+0+0	E
23	3 5 6 1	Mobile Communications	C	5	4	120	45	0	0	3+0+0	CA
24	3 5 4 4	Image in a Digital Environment	C	6	5	150	45	15	0	3+1+0	E
25	3 5 9 0	Management of Mass Perceptions	C	6	5	150	45	15	0	3+1+0	E
26	3 5 9 2	Management of Media Content	C	6	5	150	45	15	0	3+1+0	E
27	3 5 8 2	Work with facts and data in digital environment	C	6	5	150	45	15	0	3+1+0	CEV
28	3 5 9 5	Management of Producer Projects	C	7	5	150	45	15	0	3+1+0	CEV

29	3	6	9	4	Management of Media Organizations	C	7	5	150	0	60	0	0+4+0	CA
30	3	6	9	5	Political Management of Communications	C	7	5	150	45	15	0	3+1+0	E
31	3	5	8	4	Reading Strategies	C	7	5	150	45	15	0	3+1+0	CEV
32	3	5	6	6	Law Regime of the Access and Protection of Information	C	7	3	90	30	0	0	2+0+0	E
33	3	1	0	0	Copywright and Intellectual Property	C	8	3	90	30	15	0	2+1+0	E
34	3	5	9	4	Management of Programs and Projects	C	8	2	60	30	0	0	2+0+0	E
35	3	5	8	0	Entrepreneurship and Innovations	C	8	3	90	45	0	0	3+0+0	E
36	3	5	3	7	Gaming and Gaming Industry	C	8	4	120	30	30	0	2+2+0	E
37	3	5	9	3	Management of the Music Industry in Digital Environment	C	8	2	60	30	0	0	2+0+0	CA

#### Elective language module:

**Language and society - Western languages\*** – the selected disciplines must carry 40 credits (of which 6 from the first semester, 6 from the second semester, 4 from the third semester, 5 from the fourth semester, 5 from the fifth semester, 5 from the sixth semester, 5 from the seventh semester, and 4 from the eighth semester)

1	И	5	6	9	Practical English/ French/ German/ Spanish/ Italian	E	1	6	180	30	30	0	2+2+0	E
2	И	5	6	9	Practical English/ French/ German/ Spanish/ Italian	E	2	6	180	30	30	0	2+2+0	E
3	И	5	6	9	Practical English/ French/ German/ Spanish/ Italian	E	3	4	120	30	30	0	2+2+0	CA
4	И	5	7	3	Practical English/ French/ German/ Spanish/ Italian for professional communication	E	4	5	150	30	30	0	2+2+0	E
5	И	5	6	8	Practical English/ French/ German/ Spanish/ Italian - media terminology	E	5	5	150	30	30	0	2+2+0	E
6	И	5	7	1	Practical English/ French/ German/ Spanish/ Italian - Text and context/ Pragmatics	E	6	5	150	30	30	0	2+2+0	E
7	И	5	7	2	Practical English/ French/ German/ Spanish/ Italian for media communication	E	7	5	150	30	30	0	2+2+0	E
8	И	5	6	7	Practical English/ French/ German/ Spanish / Italian - Culture and society	E	8	4	120	30	30	0	2+2+0	E

#### Elective language module:

**Language and society - Eastern languages\*** – the selected disciplines must carry 40 credits (of which 6 from the first semester, 6 from the second semester, 4 from the third semester, 5 from the fourth semester, 5 from the fifth semester, 5 from the sixth semester, 5 from the seventh semester, and 4 from the eighth semester)

1	И	5	7	5	Practical Chinese/ Japanese/ Arabic	E	1	6	180	30	30	0	2+2+0	E
2	И	5	7	5	Practical Chinese/ Japanese/ Arabic	E	2	6	180	30	30	0	2+2+0	E
3	И	5	7	5	Practical Chinese/ Japanese/ Arabic	E	3	4	120	30	30	0	2+2+0	CA
4	И	5	7	5	Practical Chinese/ Japanese/ Arabic	E	4	5	150	30	30	0	2+2+0	E
5	И	5	7	9	Practical Chinese/ Japanese/ Arabic for professional communication	E	5	5	150	30	30	0	2+2+0	E
6	И	5	7	7	Practical Chinese/ Japanese/ Arabic - Text and context/ Pragmatics	E	6	5	150	30	30	0	2+2+0	E
7	И	5	7	8	Practical Chinese/ Japanese/ Arabic for media communication	E	7	5	150	30	30	0	2+2+0	E
8	И	5	7	4	Practical Chinese/ Japanese/ Arabic - Culture and society	E	8	4	120	30	30	0	2+2+0	E

#### Elective Courses

Elective Courses in the first semester must carry a minimum of 3 credits														
1	И	5	8	6	Strategic planning of campaigns (practice)	E	1	3	90	0	30	0	0+2+0	CA
2	И	6	9	1	Media Planning (practice)	E	1	3	90	0	30	0	0+2+0	CA
Elective Courses in the second semester must carry a minimum of 3 credits														
3	И	5	6	2	Writing and content creation in digital communication (practice)	E	2	3	90	0	30	0	0+2+0	CA
4	И	6	9	6	Audio-visual formats in social media (practice)	E	2	3	90	0	30	0	0+2+0	CA
Elective Courses in the third semester must carry a minimum of 2 credits														
5	И	6	9	7	Functions of the institutional and political speaker	E	3	2	60	30	0	0	2+0+0	CA
6	И	5	6	4	Political and historical relationships of communications	E	3	2	60	30	0	0	2+0+0	CA
Elective Courses in the fourth semester must carry a minimum of 4 credits														
7	И	5	9	1	Management of a media agency (practice)	E	4	4	120	0	60	0	0+4+0	CA
8	И	5	5	0	Communication management of events (practice)	E	4	4	120	0	60	0	0+4+0	CA
Elective courses in the fifth semester must carry a minimum of 3 credits														
9	И	5	6	5	Political leadership in Europe	E	5	3	90	30	0	0	2+0+0	CA
10	И	5	6	3	Politics in the Arabic region and security	E	5	3	90	30	0	0	2+0+0	CA
Elective Courses in the sixth semester must carry a minimum of 4 credits														
11	И	5	3	9	Documental content in a digital medium (practice)	E	6	4	120	0	30	0	0+2+0	CA
12	И	5	4	5	Information and news in digital platforms (practice)	E	6	4	120	0	30	0	0+2+0	CA
Elective Courses in the seventh semester must carry a minimum of 2 credits														
13	И	6	7	8	Communication of public policies	E	7	2	60	30	0	0	2+0+0	CA
14	И	5	4	1	Digital literature and cyber culture	E	7	2	60	30	0	0	3+1+0	CA
Elective Courses in the eight semester must carry a minimum of 2 credits														
15	И	6	9	8	Geopolitics and geoeconomics - Asian aspects	E	8	2	60	30	0	0	2+0+0	CA
16	И	5	5	2	Communication of sport events	E	8	2	60	30	0	0	2+0+0	CA

### Optional Disciplines

1	Ф	0	0	8	Sports - 1	O	1	4	120	0	0	60	0+0+4	E
2	Ф	0	0	9	Sports - 2	O	2	4	120	0	0	60	0+0+4	E
3	Ф	0	1	0	Sports - 3	O	3	4	120	0	0	60	0+0+4	E
4	Ф	0	1	1	Sports - 4	O	4	4	120	0	0	60	0+0+4	E
5	Ф	0	3	6	Writing of a Bachelor thesis/ scientific writing for graduating students	O	8	2	60	30	0	0	2+0+0	CA

### Compulsory Courses for Foreign Students \*\*

1	3	1	1	2	Bulgarian for Foreigners - 1	E	1	6	180	0	60	0	0+4+0	Cont.
2	3	1	1	2	Bulgarian for Foreigners - 1	E	2	6	180	0	60	0	0+4+0	Ca
3	3	1	1	2	Bulgarian for Foreigners - 2	E	3	6	180	0	60	0	0+4+0	Cont.
4	3	1	1	2	Bulgarian for Foreigners - 2	E	4	6	180	0	60	0	0+4+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	E	2	1	60	CA
2	3	2	2	2	Summer Educational Practice - 2	E	4	1	60	CA
3	3	2	2	2	Summer Educational Practice - 3	E	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**  
 "Communication Management" Major  
 Educational Form: full-time, Educational Period: 8 terms

<b>Course Load, ECTS-credits and number of grades for the term</b>																											
<b>Type of courses</b>	<b>I Term</b>			<b>II Term</b>			<b>III Term</b>			<b>IV Term</b>			<b>V Term</b>			<b>VI Term</b>			<b>VII Term</b>			<b>VIII Term</b>			<b>Total</b>		
	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	210	21	5	195	20	4	300	24	5	240	20	4	255	22	5	240	20	4	270	23	5	210	14	5	1920	164	37
min. of elective courses	90	9	2	90	9	2	90	6	2	120	9	2	90	8	2	90	9	2	90	7	2	90	6	2	750	63	16
Training practices				60	1	1				60	1	1				60	1	1							180	3	3
<b>Total:</b>	<b>300</b>	<b>30</b>	<b>7</b>	<b>345</b>	<b>30</b>	<b>7</b>	<b>390</b>	<b>30</b>	<b>7</b>	<b>420</b>	<b>30</b>	<b>7</b>	<b>345</b>	<b>30</b>	<b>7</b>	<b>390</b>	<b>30</b>	<b>7</b>	<b>360</b>	<b>30</b>	<b>7</b>	<b>300</b>	<b>20</b>	<b>7</b>	<b>2850</b>	<b>230</b>	<b>56</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 Communication Management