

## **BA in Advertising Taught in Bulgarian**

### **Brief summary of the program:**

Training in the first two years of the program consists of general education; training in the main academic areas of the major in two-semester courses: Aesthetics and Theory of Art, General History of Fine Arts, The Science of Language, Introduction to Social Psychology, Culture and Semiotics, Human Culture, Bulgarian Language—Reading and Writing, The Art of Theater; practical courses: Applied Aspects of Advertising, Media Advertising, Photography in Advertising, Fundamentals of Marketing, Screenplay Workshop, Screen Advertising, Integrated Marketing Communications, Computer Graphic Tools in Advertising, etc. Throughout the third and fourth years, training is organized in specialized courses part of the program, as well as extracurricular modes of instruction such as practicums and internships.

Major and professional qualification:

Major: Advertising

Qualification: Advertising Manager

### **First year, first semester**

Basic courses

GENB029 Aesthetics and Theory of Art, 30 hours, 1/2, 3 credits

Elective courses

GENB013A Introduction to Social Psychology, 30 hours, 1/2, 3 credits

GENB023 The Science of Language, 30 hours, 1/2, 3 credits

GENB039 Bulgarian Language—Reading and Writing, 30 hours, 1/2, 3 credits

Practical credit courses

ADVB002 Business Communication Skills, 30 hours, 3 credits

ADVB012 Media Advertising, 30 hours, 3 credits

ADVB101 Applied Aspects of Advertising, 30 hours, 3 credits

Practical non-credit courses

ADVB110 Seminar: The Advertiser – Advertising Agency Relationship, 30 hours

### **First year, second semester**

Basic courses

GENB029 Aesthetics and Theory of Art, 30 hours, 2/2, 3 credits

Elective courses

GENB013A Introduction to Social Psychology, 30 hours, 2/2, 3 credits

GENB023 The Science of Language, 30 hours, 2/2, 3 credits

GENB039 Bulgarian Language—Reading and Writing, 30 hours, 2/2, 3 credits

Practical credit courses

ADVB201 Advertising—Practical Solutions, 30 hours, 3 credits

ADVB202 Creative Techniques in Advertising, 30 hours, 3 credits

ADVB503 Screenplay Workshop, 30 hours, 3 credits

Practical non-credit courses

ADVB210 Seminar: Marketing, Advertising and Graphic Design, 30 hours

### **Second year, third semester**

Basic courses

GENB030B General History of Fine Arts, 30 hours, 1/2, 3 credits

Elective courses

GENB024 Literary Science, 30 hours, 1/2, 3 credits

GENB025 Culture and Semiotics, 30 hours, 1/2, 3 credits

GENB026 Human Culture, 30 hours, 1/2, 3 credits

GENB038 The Art of Theater, 30 hours, 1/2, 3 credits

GENB057 Means of Expression in Fine Arts, 30 hours, 1/2, 3 credits

GENB058 Introduction to Christianity, 30 hours, 1/2, 3 credits

Practical credit courses

ADVB004 Fundamentals of Marketing, 30 hours, 3 credits

ADVB005 Integrated Marketing Communications, 30 hours, 3 credits

ADVB006 Screen Advertising, 30 hours, 3 credits

ADVB007 Computer Processing of Images in Advertising (Photoshop), 30 hours, 3 credits

ADVB203 Symbolism of Advertising Images, 30 hours, 3 credits

ADVB300 Advertising Impact on Social Concepts, 30 hours, 3 credits

Practical non-credit courses

ADVB310 Seminar: Internet Advertising, 30 hours

### **Second year, fourth semester**

Basic courses

GENB030B General History of Fine Arts, 30 hours, 2/2, 3 credits

Elective courses

GENB024 Literary Science, 30 hours, 2/2, 3 credits

GENB025 Culture and Semiotics, 30 hours, 2/2, 3 credits

GENB026 Human Culture, 30 hours, 2/2, 3 credits

GENB038 The Art of Theater, 30 hours, 2/2, 3 credits

GENB057 Means of Expression in Fine Arts, 30 hours, 2/2, 3 credits

GENB058 Introduction to Christianity, 30 hours, 2/2, 3 credits

Practical credit courses

ADVB008 Marketing Mix, 30 hours, 3 credits

ADVB009 Photography in Advertising, 30 hours, 3 credits

ADVB010 Computer Graphic Tools in Advertising (CorelDRAW), 30 hours, 3 credits

ADVB401 Cultural Differences: Image and Word, 30 hours, 3 credits

ADVB402 Application of Integrated Marketing Communications, 30 hours, 3 credits

ADVB403 Regulation and Self-Regulation in Advertising, 30 hours, 3 credits

Practical non-credit courses

ADVB410 Seminar: TV Advertising, 30 hours

### **Third year, fifth semester**

Classroom-based lecture courses (credit-bearing)

ADVB500 Marketing Analyses, 30 hours, 3 credits

ADVB501 Advertising Surveys, 30 hours, 3 credits

ADVB502 Computer Layout of Printed Matter (In Design), 30 hours, 3 credits

ADVB505 Credibility of Advertising Communication, 30 hours, 3 credits

ADVB506 Briefing Techniques, 30 hours, 3 credits

CASB562 Advertising Design, 30 hours, 1/2, 3 credits

CASB563 Psychological Persuasion Techniques, 30 hours, 3 credits

CASB565 Rhetoric of the Advertising Message, 30 hours, 3 credits

Practical non-credit courses

ADVB516 Seminar: Print Advertising, 30 hours

Extracurricular credit courses

ADVB550 Project, 30 hours, 3 credits

ADVB560 Practicum: Up Close with Advertising, 90 hours, 9 credits

### **Third year, sixth semester**

Classroom-based lecture courses (credit-bearing)

ADVB600 Marketing Strategy, 30 hours, 3 credits

ADVB601 Copywriting, 30 hours, 3 credits

ADVB602 Advertising Management, 30 hours, 3 credits

ADVB603 Creative Layout Design (Art Director), 30 hours, 3 credits

ADVB605 Branding, 30 hours, 3 credits

ADVB606 Visual Communication in Advertising, 30 hours, 3 credits

CASB562 Advertising Design, 30 hours, 2/2, 3 credits

CASB660 Media Research, 30 hours, 3 credits

Practical non-credit courses

ADVB613 Seminar: Mobile technologies as a platform for communication, 30 hours

Extracurricular credit courses

ADVB650 Project, 30 hours, 3 credits

ADVB670 Practicum: From concept to the final product, 90 hours, 9 credits

### **Fourth year, seventh semester**

Classroom-based lecture courses (credit-bearing)

ADVB700 Creative Layout Design of Print Advertising (Print Art Direction), 30 hours, 3 credits

ADVB702 Interactive Advertising, 30 hours, 3 credits

ADVB704 Characteristics of Services Advertising, 30 hours, 3 credits

ADVB705 Organizational Reputation Management, 30 hours, 3 credits

ADVB707 Digital Image and Visual Communication in Advertising, 30 hours, 3 credits

ADVB803 Social Advertising, 30 hours, 3 credits

CASB764 Media Planning, 30 hours, 3 credits

CASB766 Vision and Communication of the Brand, 30 hours, 3 credits

Practical non-credit courses

CASB718 Seminar: Computer Space, 30 hours

Extracurricular credit courses

ADVB770 Internship, 120 hours, 12 credits

**Fourth year, eighth semester**

Classroom-based lecture courses (credit-bearing)

ADVB701 Customer Relationship Management, 30 hours, 3 credits

ADVB800 Creating and Presenting a Portfolio, 30 hours, 3 credits

ADVB804 Advertising on Foreign Markets, 30 hours, 3 credits

ADVB805 Online Advertising Campaigns, 30 hours, 3 credits

ADVB807 B2B Communications, 30 hours, 3 credits

CASB561 The Creative Process in Advertising and Standards, 30 hours, 3 credits

Practical non-credit courses

ADVB811 Seminar: Brand Book, 30 hours

Extracurricular credit courses

ADVB880 Internship, 180 hours, 18 credits