

MA IN ADVERTISING MANAGEMENT AND VISUAL BRANDING (TAUGHT IN BULGARIAN)

Brief presentation of the program: The program is targeted at obtaining the necessary theoretical and practical knowledge for managing the advertising process by considering the views of individual participants in it - advertiser, advertising agency, media and consumers. The program focuses on practical skills advertising agency - its role and functions in the development of integrated corporate communications. Due to the need for more advertising agencies to offer not just well-planned advertising campaigns and creative ideas and integrated communications solutions, the program aims to develop in practical ways:

- The integration of advertising with alternative forms of corporate communication, including unconventional methods.
- The integration of the creative process in the management of communication channels and their interdependence and complementarity.
- Brand building and management.

The teaching staff has extensive experience (along with theoretical knowledge) in the management of the advertising process, the role of advertisers and advertising agencies and the media. This opens great opportunities to record programs not only to gain necessary theoretical knowledge, but also to understand the theory with extensive experience. For this reason, the program set a variety of extracurricular practical modules - workshops with leading practitioners. Partners of the program are Bulgarian Association of Advertisers, Bulgarian Association of Communication Agencies and the international organization European Institute for Commercial Communications Education.

Each year students in the program have the opportunity to participate free of charge in a number of additional practical training as Google Certification Academy, Bulgarian Academy of Advertising Association of Communication Agencies and Bulgarian Association of Advertisers, advertising forum and others that they meet business representatives.

If necessary, the program offers preparatory module for candidates from other educational areas.

Major and qualification:

Specialization: Communication and Brand Management

Major: Advertising Management

Qualification: Master degree in communications and brand management

Specialization: Management of the creativity process in advertising

Major: Advertising Management

Qualification: Master degree in communications and brand management

Preparatory module

ADVB602 Advertising Management, 30h, 3 ECTS

ADVB004 Basics of Marketing, 30h, 3 ECTS

ADVB005 Integrated Marketing Communications, 30h, 3 ECTS

ADVB008 Marketing Mix, 30h, 3 ECTS

ADVB012 Media advertisement, 30h, 3 ECTS

ADVB201 Advertising - practical solutions, 30h, 3 ECTS

ADVB202 Creative Techniques in Advertising, 30h, 3 ECTS

Upgrading semester

CASB569 Advertising and Media, 30h, 3 ECTS

CASB761 Copywriting and media formats, 30h, 3 ECTS

CASB769 Creative strategy in advertising, 30h, 3 ECTS

CASB860 Corporate identity and image, 30h, 3 ECTS

CASB861 International Advertising, 30h, 3 ECTS

Practical courses credit

ADVB101 Applied aspects of advertising, 30h, 3 ECTS

Extracurricular credit courses

ADVB569 Project: Research on media environment, 30h, 3 ECTS

ADVM001 Project: Integrated communications company, 30h, 3 ECTS
CASB630 Individual course work: Basics of Marketing, 30h, 3 ECTS
CASB800 Seminar "Visual Arts", 30h, 3 ECTS
CASB820 Individual course work "Copywriting and media formats", 30h, 3 ECTS
CASB962 Individual course work "Copywriting and media formats", 30h, 3 ECTS
CASB963 Individual course work "Creative Strategy", 30h, 3 ECTS

First year, First Semester-Communication and Brand Management

Basic courses

ADVM100 Principles of marketing communications, 30h, 3 ECTS
ADVM101 The customer as a subject of advertising influence, 30h, 3 ECTS
ADVM103 Relationship Management Agency- client, 30h, 3 ECTS
ADVM105 Prospects of creativity in advertising, 30h, 3 ECTS
ADVM123 Brand advertising strategies, 30h, 3 ECTS
ADVM124 creative thinking as a skill, 30h, 3 ECTS
ADVM131 Media Branding, 30h, 3 ECTS

Extracurricular credit courses

ADVM109 Individual course work Perspectives of creativity in advertising, 30h, 3 ECTS
ADVM111 Workshop: regulation, self-regulation and social responsibility of advertising in Bulgaria, 30h, 3 ECTS
ADVM112 Seminar: Advertising and Media Market, 30h, 3 ECTS
ADVM113 Seminar: Role and functions of advertisers in the advertising process, 30h, 3 ECTS
ADVM114 Seminar: Principles of Briffa, 30h, 3 ECTS
ADVM125 Project: Diary of advertising Part I, 30h, 3 ECTS
ADVM127 Individual course work: Creative thinking as a skill, 30h, 3 ECTS

First year, Second Semester-Communication and Brand Management

Basic courses

ADVM202 Planning and evaluation of media advertising campaigns, 30h, 3 ECTS
ADVM203 Advertising, branding and visual communications, 30h, 3 ECTS
ADVM205 Direct Marketing, 30h, 3 ECTS
ADVM220 Product Positioning, 30h, 3 ECTS
ADVM232 Techniques for research in advertising, 30h, 3 ECTS
ADVM300 Advertising Internet communication, 30h, 3 ECTS
ADVM304 Event Management and Sponsorship, 30h, 3 ECTS

Extracurricular credit courses

ADVM209 Individual course work: Advertising, branding and visual communications, 30h, 3 ECTS
ADVM210 Seminar: Mobile technologies as a communication channel, 30h, 3 ECTS
ADVM212 Seminar: Production in the advertising process, 30h, 3 ECTS
ADVM213 Seminar: Advertising Festivals, 30h, 3 ECTS
ADVM214 Seminar: Media Planning, 30h, 3 ECTS
ADVM227 Project: Diary of advertising Part II, 30h, 3 ECTS
ADVM230 Individual course work: brand research, 30h, 3 ECTS

Second year, Third Semester-Communication and Brand Management

Basic courses

ADVM104 Management of design in advertising, 30h, 3 ECTS
ADVM204 External and internal PR communications, 30h, 3 ECTS
ADVM306 Nontraditional forms of advertising, 30h, 3 ECTS
ADVM321 Sexual and erotic appeals in advertising, 30h, 3 ECTS
ADVM323 Visual Merchandising, 30h, 3 ECTS
ADVM324 Brand Management, 30h, 3 ECTS
ADVM330 Communications in social media, 30h, 3 ECTS

Extracurricular credit courses

ADVM307 Internship, 150h, 15 ECTS

First year, First Semester-Management of the creativity process in advertising

Basic courses

- ADVM100 Principles of marketing communications, 30h, 3 ECTS**
- ADVM103 Relationship Management Agency- client, 30h, 3 ECTS**
- ADVM105 Prospects of creativity in advertising, 30h, 3 ECTS**
- ADVM123 Brand advertising strategies, 30h, 3 ECTS**
- ADVM124 creative thinking as a skill, 30h, 3 ECTS**
- ADVM130 visualization tools in the creative process, 30h, 3 ECTS**
- ADVM206 codes in advertising, 30h, 3 ECTS**

Extracurricular credit courses

- ADVM109 Individual course work Perspectives of creativity in advertising, 30h, 3 ECTS**
- ADVM111 Workshop: regulation, self-regulation and social responsibility of advertising in Bulgaria, 30h, 3 ECTS**
- ADVM112 Seminar: Advertising and Media Market, 30h, 3 ECTS**
- ADVM113 Seminar: Role and functions of advertisers in the advertising process, 30h, 3 ECTS**
- ADVM114 Seminar: Principles of Briffa, 30h, 3 ECTS**
- ADVM125 Project: Diary of advertising Part I, 30h, 3 ECTS**
- ADVM127 Individual course work: Creative thinking as a skill, 30h, 3 ECTS**

First year, Second Semester-Management of the creativity process in advertising

Basic courses

- ADVM203 Advertising, branding and visual communications, 30h, 3 ECTS**
- ADVM220 Product Positioning, 30h, 3 ECTS**
- ADVM223 Semiotic aspects of print advertising, 30h, 3 ECTS**
- ADVM224 Advertising directing, 30h, 3 ECTS**
- ADVM225 text in advertising and IMC, 30h, 3 ECTS**
- ADVM226 Methods for the examining the advertising impact, 30h, 3 ECTS**
- ADVM300 Advertising Internet communication, 30h, 3 ECTS**

Extracurricular credit courses

- ADVM209 Individual course work: Advertising, branding and visual communications, 30h, 3 ECTS**
- ADVM210 Seminar: Mobile technologies as a communication channel, 30h, 3 ECTS**
- ADVM212 Seminar: Production in the advertising process, 30h, 3 ECTS**
- ADVM213 Seminar: Advertising Festivals, 30h, 3 ECTS**
- ADVM214 Seminar: Media Planning, 30h, 3 ECTS**
- ADVM227 Project: Diary of advertising Part II, 30h, 3 ECTS**
- ADVM230 Individual course work: brand research, 30h, 3 ECTS**

Second year, Third Semester-Management of the creativity process in advertising

Basic courses

- ADVM104 Management of design in advertising, 30h, 3 ECTS**
- ADVM301 Creating a scenario for TV advertising, 30h, 3 ECTS**
- ADVM306 Nontraditional forms of advertising, 30h, 3 ECTS**
- ADVM321 Sexual and erotic appeals in advertising, 30h, 3 ECTS**
- ADVM323 Visual Merchandising, 30h, 3 ECTS**
- ADVM325 The language of on-screen advertising, 30h, 3 ECTS**
- ADVM330 Communications in social media, 30h, 3 ECTS**

Extracurricular credit courses

- ADVM307 Internship, 150h, 15 ECTS**