

**MA IN "PUBLIC RELATIONS IN SOCIAL MEDIA AND SOCIAL NETWORKS"
(TAUGHT IN BULGARIAN)**

Brief presentation of the program: The program is designed to prepare experts in Public Relations and communications that have both theoretical knowledge and to know the specifics of communications in social media and networks. Graduates have the necessary skills to manage independent awareness campaigns in social media and networks related to the strategic goals of marketing and business.

Major and qualification:

Specialization: Public Relations

Major: Public Relations in social media and social networks

Qualification: Master of Public Relations

Upgrading semester

COMM400 Audiovisual art, 60h, 6 ECTS

COMM401 Management of Public Relations, 60h, 6 ECTS

COMM402 Television and video, 30h, 3 ECTS

COMM403 Media Training, 30h, 3 ECTS

COMM404 Online Journalism, 30h, 3 ECTS

Extracurricular credit courses

COMM421 Practice: Participation in organization from the Summer School, 30h, 3 ECTS

COMM422 Project: Online Journalism in Bulgaria, Part I, 30h, 3 ECTS

COMM423 Project: Online Journalism in Bulgaria part II, 30h, 3 ECTS

COMM424 Individual work: Publications in the field of mass communication, 30h, 3 ECTS

COMM425 Seminar: Knowledge of PR practitioners and journalists, 30h, 3 ECTS

COMM426 Individual work: Techniques for web work, 30h, 3 ECTS

COMM427 Seminar: Bulgarian practice in PR and media, 30h, 3 ECTS

First year, First Semester

Basic courses

COMM106 Media studies, 30h, 3 ECTS

COMM502 Social Intranet, 30h, 3 ECTS

COMM503 Marketing Content, 30h, 3 ECTS

COMM504 Social platforms and business strategies, 30h, 3 ECTS

COMM505 Management of communities in social media and networks, 30h, 3 ECTS

COMM506 Social media and network society, 30h, 3 ECTS

COMM514 Management of art projects online, 30h, 3 ECTS

Extracurricular credit courses

COMM146 Seminar: Media and PR skills, 30h, 3 ECTS

COMM153 Individual work: Analysis of new techniques for Internal Communications, 30h, 3 ECTS

COMM175 Individual work: Ability to work with the media, 30h, 3 ECTS

COMM522 Practice: Bulgarian practice of viral communication online

COMM523 Individual work: Preparation of an art project online, 30h, 3 ECTS

COMM524 Project: Analysis of the behavior of online communities, 30h, 3 ECTS

COMM528 Project: Exploring the role of influencers online, 30h, 3 ECTS

First year, Second Semester

Basic courses

COMM103 Media reception, 30h, 3 ECTS

COMM216 Management of online reputation, 30h, 3 ECTS

COMM219 Management of campaigns on social networks, 30h, 3 ECTS

COMM507 Marketing for Search Engines, 30h, 3 ECTS

COMM508 Creating content for the web, 30h, 3 ECTS

COMM509 Political communications and online campaigns, 30h, 3 ECTS

COMM510 Production of audio and video content, 30h, 3 ECTS

Extracurricular credit courses

COMM241 Individual work: Summer School on Public Relations, 30h, 3 ECTS

COMM525 Individual work: Diploma study, 30h, 3 ECTS

COMM526 Seminar: The best of the world's mobile communications-case studies, 30h, 3 ECTS

COMM527 Project: Production of video content for the web, 30h, 3 ECTS

COMM611 Practice: Online television, 30h, 3 ECTS

COMM613 Project: Political campaigns online, 30h, 3 ECTS

Second year, Third Semester

Basic courses

COMM515 Socializing of business communications - Facebook, 30h, 3 ECTS

COMM516 Socializing of Business communications - Twitter, 30h, 3 ECTS

COMM517 Socializing of business communications - Youtube, Vbox, Vimeo, 30h, 3 ECTS

COMM518 Socializing of business communications - LinkedIn, 30h, 3 ECTS

COMM519 Socializing of business communications - Google+, 30h, 3 ECTS

COMM520 Gaming communications, 30h, 3 ECTS

COMM521 Analysis, evaluation and return on investment in social media, 30h, 3 ECTS

Extracurricular credit courses

COMM235 Internship, 150h, 15 ECTS