

MA IN INTERNATIONAL BUSINESS COMMUNICATIONS (TAUGHT IN ENGLISH)

Short presentation of the program:

The program is offered in English and aims to meet the growing need for specialists in the field of international communications training in which needs both strong theoretical knowledge and practical skills aimed on the one hand to the control of independent data structures and on the other - related to media, marketing, business, politics, non-governmental organizations.

The philosophy of the program is consistent, on one hand with the philosophy of the New Bulgarian University, on the other hand with the already established standards for training and education in the field of international communications. The main focus of the program is to prepare professionals with knowledge and experience to work in an international context. The importance of multicultural communication is growing rapidly, following the processes of globalization. Organizations - public and private - need trained experts who know how to plan, implement and evaluate communication campaigns, targeting different cultural groups and communities.

An important element of the educational process is student mobility under the Erasmus program. For the second or third semester of teaching students of the MP International business communications will be recommended to apply for student exchange partner universities.

Major and professional qualification:

Major: Public communications (in English)

Professional qualification: Master of Business Communication

Professional practice:

The program offers apprenticeships and traineeships in national public and private media, established public relations agencies and internal departments for public relations in private companies, Bulgarian National Television, Bulgarian National Radio, the Bulgarian Telegraph Agency Information Agency CROSS, print, electronic and online media etc.

International mobility

IULM Milan, Italy; Leeds Metropolitan University, UK, University of Bremen, Germany.

Competencies on completion of the program

Graduates of the program in international business communications will have the following competencies:

- analyze and interpret data and information
- analyze knowledge in the field of intercultural differences and methods of communication
- handle complex matter and communicate with different cultural groups
- know the communication theories in an international context;
- know the organization, management and structure of the communications industry and its role on the international stage;
- manage teams to achieve effective communication in international groups;
- control the mechanisms for organizing and managing the team.

Graduation:

Completion of the Master program is via Master thesis defense or the State examination after covering the requisite number of credits.

The method and the conditions for graduation are according the “Standard of graduation for Bachelor’s or Masters’ Degree” in New Bulgarian University.

Department offering the program:

Mass communications

PPROGRAM**FIRST SEMSTER COURSES****COMM801 International business environment of corporate communications**

Assoc. Prof. Ninel Nesheva – Kioseva, Ph.D.

30 academic hours, 3 credits

COMM802 Corporate Reputation Management

Assoc. Prof. Desislava Boshnakova, Ph.D.

30 academic hours, 3 credits

COMM803 International context of communication: Hofstede model

Prof. Tolia Stoitsova, D.Sc.

30 academic hours, 3 credits

COMM804 Features of communication in international organizations

Assist. Prof. Evelina Christova, Ph.D.

30 academic hours, 3 credits

COMM805 Strategic management and communications planning

Assist. Prof. Stoyko Petkov, Ph.D.

30 academic hours, 3 credits

COMM806 Project: Evaluation of the international business environment

Assoc. Prof. Ninel Nesheva – Kioseva, Ph.D.

30 academic hours, 3 credits

COMM807 Project: Study of the system of communication in organizations

Assoc. Prof. Desislava Boshnakova, Ph.D.

30 academic hours, 3 credits

COMM808 Individual course work: Model for Hofstede: dimensions of national culture

Prof. Tolia Stoitsova, D.Sc.

30 academic hours, 3 credits

COMM809 Individual course work: Organizational communication of the international organization

Assist. Prof. Evelina Christova, Ph.D.

30 academic hours, 3 credits

COMM810 Project: Communication Planning and Management

Assist. Prof. Stoyko Petkov, Ph.D.

30 academic hours, 3 credits

SECOND SEMESTER COURSES

COMM821 Management and communication through special events

Assoc. Prof. Desislava Boshnakova, Ph.D.

30 academic hours, 3 credits

COMM822 Study of communications in new media

Assist. Prof. Stoyko Petkov, Ph.D.

30 academic hours, 3 credits

COMM823 Mass Communication psychology

Prof. Tolia Stoitsova, D.Sc.

30 academic hours, 3 credits

COMM824 Integrated marketing communications

Assist. Prof. Evelina Christova, Ph.D.

30 academic hours, 3 credits

COMM825 Crisis management in business

Prof. Rusi Marinov, Ph.D.

30 academic hours, 3 credits

COMM826 Project: Study of the effectiveness of communication through special events

Assoc. Prof. Desislava Boshnakova, Ph.D.

30 academic hours, 3 credits

COMM827 Project: A study of communication in new media

Assist. Prof. Stoyko Petkov, Ph.D.

30 academic hours, 3 credits

COMM828 Individual course work: Exploring the language of the television by the coding system of Umberto

Prof. Tolia Stoitsova, D.Sc.

30 academic hours, 3 credits

COMM829 Project: Integrated Marketing Communications

Assist. Prof. Evelina Christova, Ph.D.

30 academic hours, 3 credits

COMM830 Project: Crisis management in organizations

Prof. Rusi Marinov, Ph.D.

30 academic hours, 3 credits

THIRD SEMESTER COURSES

COMM831 Managing communication campaigns

Assoc. Prof. Desislava Boshnakova, Ph.D.

30 academic hours, 3 credits

COMM832 Internal organizational communications

Assist. Prof. Evelina Christova, Ph.D.

30 academic hours, 3 credits

COMM833 Public speaking and written business communication

Prof. Tolia Stoitsova, D.Sc.

30 academic hours, 3 credits

COMM834 PR strategies in the media

Alexander Hristov, Ph.D.

30 academic hours, 3 credits

COMM835 Integrated approach and planning campaigns in new media

Plamen Pavlov, Ph.D.

30 academic hours, 3 credits

COMM836 Internship

Prof. Tolia Stoitsova, D.Sc.

150 academic hours, 15 credits