

BA IN PUBLIC RELATIONS (TAUGHT IN BULGARIAN)

Brief presentation of the program: Training in the program during the first two years covers general education; training in basic scientific directions in two-semester courses: Political Science, Introduction to Social Psychology, Mythology and Religion, General Sociology, Science literature and more.; practical courses: Media and PR practice, practice of persuasive communication, analysis of media content, media training for PR and others. During the third and fourth year training is organized in specialized courses in the program and extracurricular learning modes. In the fourth year the program offers three specializations that lead to professional qualifications.

Major and professional qualification

Specialization: Corporate Communications

Major: Public Relations

Qualification: Bachelor of Public Relations

Specialization: Organization of special events

Major: Public Relations

Qualification: Bachelor of Public Relations

Practices: Practical training includes participation in the Summer School for public relations as well as experience in the Bulgarian Association for the protection of patients, the University Newspaper of NBU - "University journal", the magazine "Sledva", the news agency CROSS, the Newspaper Group "Bulgaria", the Bulgarian Association of Radio and Television Broadcasters BNT, BNR, Council for Electronic Media, practice agencies in public relations, print, electronic and online media and others.

International mobility: The program provides an opportunity for international student mobility with universities in Germany and France.

PPROGRAM

First semester courses

BASIC COURSES

GENB014 Political Science 30 academic hours, 1/2, 3 credits

GENB055 Bulgarian Society 1878 - 1939 30 academic hours, 1/2, 3 credits

GENB021A Mythology and religion 30 academic hours, 1/2, 3 credits

GENB030A General History of Art 30 academic hours, 1/2, 3 credits

GENB039 Bulgarian language - reading and writing 30 academic hours, 1/2, 3 credits

GENB041 Theory of Transition 30 academic hours, 1/2, 3 credits

PRACTICAL CREDIT COURSES

PRNB001 Media and PR practice 30 academic hours, 3 credits

PRNB011 Practices of persuasive communication 30 academic hours, 3 credits

PRNB012 Music and special events 30 academic hours, 3 credits

Second semester courses

BASIC COURSES

GENB014 Political Science 30 academic hours, 2/2, 3 credits

GENB055 Bulgarian Society 1878 - 1939 30 academic hours, 2/2, 3 credits

GENB021A Mythology and religion 30 academic hours, 2/2, 3 credits

GENB030A General History of Art 30 academic hours, 2/2, 3 credits
GENB039 Bulgarian language - reading and writing 30 academic hours, 2/2, 3 credits
GENB041 Theory of Transition 30 academic hours, 2/2, 3 credits

PRACTICAL CREDIT COURSES

PRNB013 analysis of media content 30 academic hours, 3 credits
PRNB014 Models of persuasive communication 30 academic hours, 3 credits
PRNB015 Media Training for PR 30 academic hours, 3 credits

Third semester courses

BASIC COURSES

GENB013B Introduction to Social Psychology 30 academic hours, 1/2, 3 credits
GENB010B General Sociology 30 academic hours, 1/2, 3 credits
GENB019 Historical knowledge 30 academic hours, 1/2, 3 credits
GENB024 Literature science 30 academic hours, 1/2, 3 credits

PRACTICAL CREDIT COURSES

PRNB003 Creative thinking and writing 30 academic hours, 3 credits
PRNB004 Applied knowledge in Communications 30 academic hours, 3 credits
PRNB005 Media messages understanding 30 academic hours, 3 credits
PRNB006 Information and News 30 academic hours, 3 credits
PRNB016 Corporate Social Responsibility 30 academic hours, 3 credits
PRNB017 Communication in social media - I part 30 academic hours, 3 credits

Fourth semester courses

BASIC COURSES

GENB013B Introduction to social psychology 30 academic hours, 2/2, 3 credits
GENB010B General Sociology 30 academic hours, 2/2, 3 credits
GENB019 Historical knowledge 30 academic hours, 2/2, 3 credits
GENB024 Literature science 30 academic hours, 2/2, 3 credits

PRACTICAL CREDIT COURSES

PRNB007 Jurisprudence and information 30 academic hours, 3 credits
PRNB008 Presentation of pop culture in CMS 30 academic hours, 3 credits
PRNB009 Online Media and Public Communications 30 academic hours, 3 credits
PRNB010 Tactics and presentation techniques 30 academic hours, 3 credits
PRNB018 Communication in social media - II part 30 academic hours, 3 credits
PRNB019 Cross-media communications 30 academic hours, 3 credits

Fifth semester courses

BASIC COURSES

NPRN501 Mass media and culture means 30 academic hours, 3 credits
NPRN502 Special events management 30 academic hours, 1/2, 3 credits
NPRN503 Audiovisual works 30 academic hours, 1/2, 3 credits
NPRN504 Public Relations Management 30 academic hours, 1/2, 3 credits
NPRN505 Online space and PR 30 academic hours, 3 credits
NPRN506 TV knowledge 30 academic hours, 3 credits
NPRN507 Verbal and nonverbal communication 30 academic hours, 3 credits

NPRN508 PR and photography 30 academic hours, 3 credits

EXTRACURRICULAR FORMS OF TRAINING (credit courses)

NPRN588 Workshop "Literacy in the media and public relations" 30 academic hours, 3 credits

NPRN599 Practice of Public Relations Part I 90 academic hours, 9 credits

Sixth semester courses

BASIC COURSES

NPRN502 Special events management 30 academic hours, 2/2, 3 credits

NPRN503 Audiovisual works 30 academic hours, 2/2, 3 credits

NPRN504 Public Relations Management 30 academic hours, 2/2, 3 credits

NPRN601 Audiovisual reading 30 academic hours, 3 credits

NPRN602 Business Etiquette and Communication 30 academic hours, 3 credits

NPRN603 Ethics and communication in PR 30 academic hours, 3 credits

NPRN604 Interactive Public Relations 30 academic hours, 3 credits

NPRN605 Media and Public Opinion 30 academic hours, 3 credits

EXTRACURRICULAR FORMS OF TRAINING (credit courses)

NPRN658 Seminar "Structure in the media and public relations" 30 academic hours, 3 credits

NPRN699 Practice of Public Relations Part II 90 academic hours, 9 credits

1. Specialization Corporate Communications

Seventh semester courses

BASIC COURSES

NPRN701 Political communications and campaigns 30 academic hours, 3 credits

NPRN702 Pronouncing and Rhetoric 30 academic hours, 3 credits

NPRN703 Organizational internal communications 30 academic hours, 3 credits

NPRN704 Tactics for Public Relations 30 academic hours, 1/2, 3 credits

NPRN705 PR Marketing 30 academic hours, 3 credits

NPRN708 Advertising and Public Relations 30 academic hours, 3 credits

NPRN709 planning campaigns in PR - Part I 30 academic hours, 3 credits

NPRN711 Communications Management of ART products 30 academic hours, 3 credits

EXTRACURRICULAR FORMS OF TRAINING (credit courses)

NPRN720 Internship in Corporate Communication Part I 120 academic hours, 12 credits

Eighth semester courses

BASIC COURSES

NPRN704 Tactics for Public Relations 30 academic hours, 1/2, 3 credits

NPRN801 Media and Communication Policy 30 academic hours, 3 credits

NPRN804 Evaluation and measurement on Public relations efficiency 30 academic hours, 3 credits

NPRN805 Campaign planning in Public relations - part II 30 academic hours, 3 credits

NPRN811 Project Management 30 academic hours, 3 credits

NPRN813 Brand Management 30 academic hours, 3 credits

EXTRACURRICULAR FORMS OF TRAINING (credit courses)

NPRN820 Internship in Corporate Communication Part II 180 academic hours, 18 credits

2. Specialization Organization of special events

Seventh semester courses

BASIC COURSES

- NPRN702 Pronouncing and Rhetoric** 30 academic hours, 3 credits
- NPRN707 Sport events management and organization** 30 academic hours, 3 credits
- NPRN710 Conceptual art and scenography** 30 academic hours, 3 credits
- NPRN718 Advertising and Special Events** 30 academic hours, 3 credits
- NPRN723 Events for domestic audiences, Part I** 30 academic hours, 3 credits
- NPRN724 Special events marketing (offline)** 30 academic hours, 3 credits
- NPRN725 Seminar and conference management and organization** 30 academic hours, 3 credits
- NPRN731 Exhibition projects - a platform for active communication** 30 academic hours, 3 credits

EXTRACURRICULAR FORMS OF TRAINING (credit courses)

- NPRN730 Internship in special events organization, Part I** 120 academic hours, 12 credits

Eighth semester courses

BASIC COURSES

- NPRN801 Media and Communication Policy** 30 academic hours, 3 credits
- NPRN807 Events for domestic audiences - Part II** 30 academic hours, 3 credits
- NPRN808 Event Management life cycle** 30 academic hours, 3 credits
- NPRN809 Special events marketing (Online)** 30 academic hours, 3 credits
- NPRN810 Measuring the effectiveness of special events** 30 academic hours, 3 credits
- NPRN813 Brand Management** 30 academic hours, 3 credits

EXTRACURRICULAR FORMS OF TRAINING (credit courses)

- NPRN830 Internship in special events organization, Part II** 180 academic hours, 18 credits