



COURSES IN FOREIGN LANGUAGES for ERASMUS INCOMING STUDENTS

2023/2024

Faculty of Journalism and Mass Communication

Faculty coordinator: Assoc. Prof. Diana Petkova

Programme: Communication Management

Course code	Course title (in English)	Language of instruction	Course offered to BA/BS, MA/MS, PhD	Semester (summer)	ECTS	Workload (hours)			Lecturer/s's name	Lecturer/s's E-mail
						Lectures	Seminars	Practical work		
JC C 692	Strategic communication	English	BA	summer 1st	7	45	15	-	Prof. Teodora Petrova , Ph.D.	petrovaiva@uni-sofia.bg

Short description of the course (in the language of instruction):

The course is aimed at most important Strategy theories of strategy thinking, management and the role of strategic managers. It overlooks over the use of most effective instruments for content management in digital platforms.

Requirements for enrollment: NO

If any, please describe the specific requirements:

Programme: Communication Management

Course code	Course title (in English)	Language of instruction	Course offered to BA/BS, MA/MS, PhD	Semester (winter)	ECTS	Workload (hours)			Lecturer/s's name	Lecturer/s's E-mail
						Lectures	Seminars	Practical work		
JC C 554	Content Marketing	English	BA	winter 4th	5	45	15	-	Prof. Teodora Petrova, Ph.D	petrovaiva@uni-sofia.bg

Short description of the course (in the language of instruction):

The course is focused on digital content marketing. How to create and what we call quality content. Which are the effective ways to reach different groups of users.

Requirements for enrollment: NO

If any, please describe the specific requirements:

Programme: Communication Management

Course code	Course title (in English)	Language of instruction	Course offered to BA/BS, MA/MS, PhD	Semester (winter/ summer)	ECTS	Workload (hours)			Lecturer/s's name	Lecturer/s's E-mail
						Lectures	Seminars	Practical work		
JC C 543	Creating Communication Effects	English	BA	summer, II	7	45	15	-	Assoc. Prof. Svetlana Stankova, Ph.D.	svetlanais@uni-sofia.bg

Short description of the course (in the language of instruction): The course introduces the eight-step pyramid of communication effects from awareness to values, the consistency and diversity of communication elements, as well as the approaches creating an effective messages. There are also topics related to communication goals and communication strategies. It helps to identify and to use persuasive techniques in the desired communication register.

Requirements for enrollment: NO

If any, please describe the specific requirements:

Programme: Public Relations

Course code	Course title (in English)	Language of instruction	Course offered to BA/BS, MA/MS, PhD	Semester (winter/ summer)	ECTS	Workload (hours)			Lecturer/s's name	Lecturer/s's E-mail
						Lectures	Seminars	Practical work		
JC E 690	Building of Public Image in Media	English	BA	winter, V	2	30	-	-	Assoc. Prof. Svetlana Stankova, Ph.D.	svetlanais@uni-sofia.bg

Short description of the course (in the language of instruction): The course points out the psychological, historical, economic and ideological prerequisites for inventing of public enemy image in media. The discipline examines the social functions of the enemy image and provokes a discussion on the subject of hostility, which up to now has contradictory views and perceptions. The consequences of exaggeration (demonization), of the enemy images in media, are presented also as well

Requirements for enrollment: NO

If any, please describe the specific requirements:

Programme: Digital Media and Communication.

Course code	Course title (in English)	Language of instruction	Course offered to BA/BS, MA/MS, PhD	Semester (winter/ summer)	ECTS	Workload (hours)			Lecturer/s's name	Lecturer/s's E-mail
						Lectures	Seminars	Practical work		
JC C013	Intercultural Communication	English	MA	winter	4	60	0		Assoc. Prof. Diana Petkova	dijanapp@uni-sofia.bg

Short description of the course (in the language of instruction): This course dwells on the theoretical and practical aspects of communication in intercultural environment. It introduces the most important theories and research models of intercultural communication. The emphasis is on both verbal and non-verbal intercultural communication. Along with the theoretical basis, the course also presents concrete cases of intercultural clashes, negotiations and conflict resolutions. Thus, students are expected to be successful communicators on culturally diverse communication scenes.

Requirements for enrollment: NO

If any, please describe the specific requirements:

Programme: Public Relations

Course code	Course title (in English)	Language of instruction	Course offered to BA/BS, MA/MS, PhD	Semester (winter/ summer)	ECTS	Workload (hours)			Lecturer/s's name	Lecturer/s's E-mail
						Lectures	Seminars	Practical work		
JC C 314	Psychology of Communication	English	BA	summer	7	45	15		Assoc. Prof. Diana Petkova	dijanapp@uni- sofia.bg

Short description of the course (in the language of instruction): This course introduces the basic theories of psychology of communication and discusses their practical implication in daily life with concrete examples and case studies. The accent is put on interpersonal, group and organizational communication. It studies a varieties of topics, such as: the formation and transformation of attitudes, the role of mental schemata in communication, of the subtle biases and prejudices. It also discusses the phenomenon of influence in communication, as well as the different means to exercise it. Finally, it also discusses the psychological phenomenon of rumors and their effect on individuals and communities. Thus, in being acquainted with some psychological processes and behaviors, students are expected to be successful communicators.

Requirements for enrollment: NO

If any, please describe the specific requirements:

Programme: Public Relations

Course code	Course title (in English)	Language of instruction	Course offered to BA/BS, MA/MS, PhD	Semester (winter/ summer)	ECTS	Workload (hours)			Lecturer/s's name	Lecturer/s's E-mail
						Lectures	Seminars	Practical work		
C339	Advertising Campaign in Media	English	BA	winter	6	45	15	-	Chief Asst. Prof. Nikola Vangelov, PhD	nlvangelov@uni-sofia.bg
<p>Short description of the course (in the language of instruction): The discipline examines the main aspects of the advertising campaign - digital (online) marketing communications and mostly advertising, characteristics of consumers, organizations, media planning, various marketing communications, online platforms, channels, etc.</p>										
<p>Requirements for enrollment: YES If any, please describe the specific requirements: The students should have studied a course on theory of communication and be fluent in English.</p>										