

PhD Program: PUBLIC RELATIONS

Professional field: 3.5. PUBLIC COMMUNICATIONS AND INFORMATION SCIENCES

Modes of study:

- Regular
- Part time

Accreditation:

The accreditation of this program is until 2019.

Faculty: Faculty of Law and History

Department: Public Relations

Annotation:

Typical knowledge in the field of public communication is on the borderline of traditional sciences and includes conceptual and cognitive components of Sociology, Psychology, Social science, Anthropology, Journalism, Linguistics, Science studies and others. The heterogeneity of the subject involves study of a wide range of scientific and practical problems affecting the teaching of educational and scientific degree "PhD".

The main objective of the PhD program "Public Relations" is to realize a sustainable process of thorough research training of staff to acquire complex skills to competently carry out scientific and practical teaching in public communication.

The training is aimed at realizing the following tasks:

1. Creating prerequisites for high quality training in the field of systematic knowledge in public communications and border areas of science.
2. Learning to master the specialized methods and techniques required to solve major problems in the field of research of public relations.
3. Incitement to personal and intellectual growth in order to acquire transferable skills by creating an environment for development of logical, creative and critical thinking needed to find a wide range of scientific and practical solutions.

The education in PhD program is adopted for individuals with educational "Master" degree.

The preparation of PhD students in the program allows them a professional development as teachers and researchers in universities, as experts in public institutions, as highly qualified staff in the management of organizations for managing the communication process.

According to the individual plan of PhD students, the structure of the curriculum is set in mandatory and elective courses, PhD work, research and teaching. In the curriculum of all disciplines are set the latest advances in the relevant scientific research areas, thus meeting the expectations and requirements of the learner, the society, employers and the trade guilds.

Competencies of the graduates:

In the process of the training the PhD student acquires the following knowledge, skills and competencies:

- Management of complicated tasks which require new strategic approaches to derive new knowledge based on original research.
- Coordination of scientific indicators with the practical reality.

- Elaboration, organizing and implementation of conceptual research projects, ability to lead teams and manage the financial and time resources for scientific research sustainability.
- Utilization of research methodology and its implementation in the light of the particular scientific practical problem.
- Developing of creative thinking and implementation of new techniques, ideas or approaches in the management of public relations.
- Evaluation, interpretation and critical analysis of specialized knowledge in the field of communications.
- Demonstration, expression and justification of the acquired complex knowledge in the field of public communications and related areas.
- Application of modern science achievements, methods and techniques for solving basic scientific and practical problems in the field of public relations.
- Self-management of activities in the business and scientific context.

Curriculum

/contains discipline, form of assessment, lecturer/

1. Methodology of scientific research – exam, assoc. prof. Trayan Popkochev, PhD.
2. Special types of PR - exam, assoc. prof. Dimitrina Stefanova, PhD.
3. Specialized foreign language (for foreign students - Bulgarian language) - an examination committee.
4. Elective disciplines /from the first group/:
 - Practical Statistics - Methodology and technologies - exam, assoc. prof. Elena Karashtranova, PhD;
 - Research Methods in Communication - an examination, assoc. prof. Rumyana Modeva, PhD;
 - Stylistics of the scientific text - exam, assoc. prof. Ivan Gazdov, PhD;
5. Elective disciplines /from the second group/:
 - Pedagogy of University Education – Exam, Professor Dobrinka Todorina, PhD;
 - Legal protection of copyright and related rights - exam, assoc. prof. Manol Stanin, PhD;
 - Scientific rules and regulations of professional communication - exam, assoc. prof. Asen Yosifov, PhD;
 - Online communications – exam, assoc. prof. Slavyanka Angelova, PhD.

Graduation:

Examinations

During training PhD students pass examination on Methodology of Research, Special types of PR, Specialized language (for foreign students - Bulgarian language) and two elective subjects.

Defense of the PhD thesis

The training for acquisition of educational and scientific Ph.D. degree ends with defense of the PhD thesis in front of five-member scientific jury, appointed by the Chancellor/President of the University. To be considered successfully defended the thesis must receive at least three positive evaluations and each member of the jury publicly announces its evaluation.