

## MA PROGRAM "PUBLIC RELATIONS IN THE BUSINESS"

for people who own degree of "Bachelor" in the professional field

### 3.5 Public communication and information sciences

Degree: MASTER

Professional qualification "Master in Public Relations"

Professional field 3.5 Public communication and information sciences

Duration: 1 year

#### **QUALIFICATION CHARACTERISTICS**

##### **General introduction**

Every business starts with the agreement of the society and continues to exist thanks to its approval. In an environment of steadily increasing and intensifying competition, irregular financial resources and increased demands from consumers, in addition to the familiar prerequisites for making a company successful in the market formation increasingly important becomes the availability of professionally realized programs of public relations and strategically positioned PR-function in the overall system of an organization.

Corporate image became one of the main factors for the prosperity of business organization, for the realization of its policy, for achieving her goals. Public relations ensure to the managers the necessary data and facts about the state of internal and external communication situation and for this purpose conducted the relevant social, socio-psychological, communicational, cultural, linguistic analysis. Results of analysis are prepared action plans to build favourable relationships with target audiences. Public relations as a part of the management of business organizations have the opportunity to become alert system for predicting future trends in the market reality and taking preventive measures to fend conflicts in the organization.

##### **Educational purposes of the program**

Public relations, naturally and necessarily, are closely related with the management of each business structure. Management of public reputation in real and online environment, accompanied by adequate skills for determine the strategic organizational principles and objectives are becoming major priorities of modern and flexible corporation.

Therefore, the main objectives set in the training are:

- theoretical and practical preparation of specialists who can effectively assist the business organizations to implement short- and long-term goals by adapting the possibilities of the changing market and the integrated communication politics of the company;
- synchronizing of the organization's business strategy with tactical and strategic PR-programs;
- forming of competencies for managing public reputation of the organization in the context of corporate social responsibility;
- building skills for proper implementation of the methods of market research in order to systematize information about the overall market picture and mapping the corporate risks and opportunities in the industry.

##### **Organization of education**

Curriculum in "Public Relations" and the organization of education - its duration, the form and content of the curriculum of the separate disciplines are in accordance with the Higher Education Law, the Ordinance on the state requirements for obtaining of the higher education degree "Master "and Regulations of SWU "Neofit Rilski". Curriculum and educational programs in "Public Relations" are developed according to the system for transfer of credits – ECTS.

Specialty training lasts one year (two semesters). The total number of credits necessary to complete "Master" degree is 60, 15 of these credits are awarded for the development and successful presentation of diploma thesis.

In the structure of the curriculum are included compulsory and elective disciplines. Their content ensures mastery of basic knowledge in the field of the social cognition, focusing on corporate communications and management of business relationships. For each course has been made a distinction of the students' activities - auditorium and individual work, practical and independent work. In educational programs of all disciplines are included recent advances in the study of the relevant scientific areas, thereby responsive to the expectations and requirements of the student, society, employers, professional bodies.

The compulsory disciplines are 8 and have 34 credits, and students' theoretical knowledge is linked to acquiring knowledge in the general economic field, with a focus on communication policy of the organization.

Elective courses in the program are 3 and have 11 credits. They create opportunities for specialization of students, according to their individual, personal and social pursuits.

Degree of "Master" ends with a written and oral exam or the development and defence of diploma thesis. Successful graduated students receive the degree "Master" with qualification title "Specialist of Public relations in business". They also acquired the right to continue studies to acquire the educational and scientific degree – PhD.

The content of the curriculum, educational programs, organization of education and applied credit system in "Public Relations" ensure that **graduates acquire following competence and practical skills:**

- building a communication network for effective bilateral relationships with business partners and target audiences through the media assistance;
- constructing and successful promotion of the corporate and brand image in the public and marketplace;
- developing of precision instruments for measuring the effectiveness of communication message to the target groups;
- forming of the corporate culture to achieve organizational goals and establishment of the organizational mission;
- developing the project work to support the overall operation of the organization and its effective collaboration with partners at national and international level;
- adapting the organization to the changing conditions of social, economic, political and technology environment;
- design, implementation and maintenance of information and communication technologies and systems in the field of e-business and e-commerce;
- active partnership of top management in the realization of negotiations and business relationships by the means of persuasive communication.

### **Qualifications and career development**

Realization of the graduates in "Public relations" is implemented in the broadcasting and print media, advertising and PR-agencies, political parties, non-governmental organizations; PR-services in government agencies and private companies.

They can take a position as a: - PR-manager; - PR-specialist; - Manager and corporate communications specialist; - Manager and strategic communications specialist; Manager and integrated communications specialist; Image-maker; Specialist in solving problems; Communication expert; Media analyst; Organizer of special events; Speaker; - Account Manager; PR Account Executive; BTL-manager; Specialist in crisis communications; Communication expert advisor and others.

**CURRICULUM**  
**MA PROGRAM "PUBLIC RELATIONS IN THE BUSINESS"**

<b>First year</b>			
1 <sup>st</sup> Semester	ECTS credits	2 <sup>nd</sup> Semester	ECTS credits
INTRODUCTION IN BUSINESS PERSUASIVE PUBLICITY IN BUSINESS COMMUNICATION CORPORATIVE IMAGE PSYCHOLOGY OF MANAGEMENT Elective course 1 Elective course 2	4,0  6,0 6,0 6,0 4,0 4,0	BUSINESS STRATEGY AND PR- PLANNING CORPORATE FINANCE MARKET STUDIES ELECTRONIC BUSINESS Elective course 3  State exam or presentation of master thesis	  3,0 3,0 3,0 3,0 3,0  15,0
List of elective courses (The students choose two courses) BANKING AND INSURANCE HUMAN RESOURCE MANAGEMENT MANAGEMENT IN TOURISM ORGANIZATIONAL CULTURE ENTREPRENEURSHIP		List of elective courses (The students choose one course) ECONOMICS OF THE EUROPEAN UNIION SPECIAL TYPES OF PUBLIC RELATIONS ADVERTISING LEGAL FRAMEWORK ANALYSIS AND POLITIC OF INVESTMENT	
	Total 30		Total 30
<b>Total for two semesters: 60 credits</b>			

## INTRODUCTION IN BUSINESS

ECTS CREDITS: 4

Weekly workload: 3 lect.+0 sem+0lu+0lpu+0p

Form of knowledge control: Exam

Exam type: written

Semester: 1<sup>st</sup>

Methodological Guidance:

Department of Public Relations, Faculty of Law and History

Lecturer: Professor Raya Madgerova, PhD, Department of Management and marketing

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### Annotation

The educational course introduces students to basic issues related to the essence of business in a market economy, the start-up, organization and management of business and its resources. During the course the students will learn the business terminology and the essence of the basic concepts. The lecture course is aimed at developing critical and analytical thinking about business and building knowledge and skills for business decision making and for functioning in a global environment.

### Content of the curriculum

Essence of business. Major business participants. Enterprise - a basic form for realization of business. The enterprise as a system - the social, production, economic and management systems of the enterprise. Subject of economic activity. Company. Functional business areas. Market economy and business. Types and forms of business. Starting a business - business idea, owned by businesses, ways to start a business. Company registration. Family business. Financing the business. Public obligations of the company. Sales and negotiation techniques. Accounting for business - essence and role. Organization and management of accounting. Compilation of balance sheet, profit and loss account and statement of cash flow.

### Teaching and assessment technology:

The course ends with exam. Priority in learning has the practical and independent students work. Knowledge, skills and competence during the seminars are evaluated and the results achieved by the assigned tasks and tests being of great significance. The final grade takes into account the results of the current control and the assessment is 1: 1.

## PERSUASIVE PUBLICITY IN BUSINESS COMMUNICATION

ECTS CREDITS: 6

Weekly workload: 3 lect.+0 sem+0lu+0lpu+0p

Form of knowledge control: Exam

Exam type: written

Semester: 1st

Methodological Guidance:

Department of Public Relations, Faculty of Law and History

Lecturer: Chief Assistant Professor Slavka Popova, PhD, Department of Public Relations

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### Annotation

The main objective of this course is to give excellent knowledge connected with the PR communication under the contemporary conditions to be outspoken, specified, frank and persuasive due to the personal contact with the audience. The main objective is to define the interactive essence of the relation "publicity - competence" in the context of business relations. The course gives the opportunity to decompose the structural elements alluded to various spheres of realization of the persuasive publicity in the investigated relations. The program material brings knowledge about the character, the essence, the characteristic features and the differences of the communication model which contributes to the persuading publicity in the business sphere.

Key words: persuasive influence, symbolic interactionism, social role, verbal message, techniques for persuasive publicity, speech, authority, style.

### **Syllabus contents**

Cognitive meaning of the persuasive publicity for development of business relations. Structural model of the interrelations which build the triad “public authority-social situation-business relations”. Characteristics of the communication stimulates in the business relations. Analysis of the specific possibilities of the phases of the message reception. Specific techniques for increasing the effectiveness of the persuasive publicity in the sphere of business relations. Key factors influencing the publicity of the business relations. The social role of the persuasive publicity. Comprehension of argumentation in the persuasive publicity. Resource factors of the persuasive publicity in the business sphere.

### **Education methods and assessment**

OHP and multi media are used as visual devices for presenting the lectures. The knowledge is checked during the semester through preparation of information material /brochures, leaflets etc./, essay writing, tests assessed in points. The final exam is written and covers the lecture material.

## **CORPORATIVE IMAGE**

ECTS CREDITS: 6

Weekly workload: 3 lect.+0 sem+0lu+0lpu+0p

Form of knowledge control: Exam

Exam type: written

Semester: 1st

Methodological Guidance:

Department of Public Relations, Faculty of Law and History

Lecturer: Assoc. Prof. Ivan Gazdov, PhD, Department of Public Relations

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### **Annotation**

The main objective of this course is the nature of the corporative image, its components, the building technology, and the way the nature of communications is destroyed in critical situations. It is taken for granted that the building and maintaining the corporate image is the main condition for successful realization of each organization policy for prosperity in the global competition.

### **Syllabus contents**

Essence of corporate image, structure and features. The corporate image and the concept of corporate citizenship. Research related to measuring the effectiveness of corporate image. Corporate communications according to corporate standards. Interaction between political party and business in the context of the party system. Essence and functional importance of power - policy relations. The role of political leadership in conditions of political change and the impact on the development of business contacts in business.

### **Education methods and assessment**

In this lecture course there are plenty of examples and visual materials in order to illustrate the theory in the lectures. There are term papers during the semester as well as term tests which are evaluated with proper points. There are assignments with theoretical and practical orientation. The proportion between the semester results and the final exam is 1:1 which forms the final mark.

## **PSYCHOLOGY OF MANAGEMENT**

ECTS CREDITS: 6

Weekly workload: 3 lect.+0 sem+0lu+0lpu+0p

Form of knowledge control: Exam

Exam type: written

Semester: 1<sup>st</sup>

Methodological Guidance:

Department of Public Relations, Faculty of Law and History

Lecturer: Assoc. Prof. Ivanka Assenova, PhD, Department of Psychology

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### **Annotation**

**The main objective** of this course is to study the regularities when there is interaction between the subject and the object of the management influence. The deeper analysis of the subject matter includes psychological analysis of the manager's activity, the psychological characteristics of the manager's personality, the special features of their social role, the style which they use, the communication peculiarities and decision making in the conflict situations and decision taking from the management point of view.

### **Syllabus contents**

Object of the psychology management. Individual psychological profile of a manager's personality. Social status and social roles of the manager. Leadership. Management styles. Management motivation. Communication and management. Business communication – types and forms. Psychological aspects of the negotiation process. Public speech. Debate, discussion, polemics. Communication skills of the manager. Basic mechanisms for influence. Psychological nature and structure of the organization. Collaboration and competition in the organization. Psychological problems and regularities during decision making.

### **Education methods and assessment**

The material in this course is taught in the traditional way. The assignment includes: 2 tests, preparation of a theoretical paper (making a summary of scientific psychological papers etc.) and scientific and practical papers (papers connected with psychological research). The final mark is formed after the evaluation of a written essay question on a topic taken from the questionnaire. The semester results (i.e. the students' project) are taken into consideration. The proportion between the last two being 6:4 relative points.

## **BUSINESS STRATEGY AND PR-PLANNING**

ECTS CREDITS: 3

Weekly workload: 3 lect.+0 sem+0lu+0lpu+0p

Form of knowledge control: Exam

Exam type: written

Semester: 2<sup>nd</sup>

Methodological Guidance:

Department of Public Relations, Faculty of Law and History

Lecturer: Assoc. Prof. Dimitrina Stefanova, PhD, Department of Public Relations

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### **Annotation**

The main objective of this course is to introduce the strategic planning in the business practice as a reliable instrument for overcoming of the consequences connected with the lack of economic stability and the unpredictability of the social environment. In lecturing process the following problems will be discussed - development and sustainability process of life compatibility between the organization goals and resources and its alterations according to the market opportunities and on the basis of the entire business planning to develop and compatible and applicable PR strategy.

### **Syllabus contents**

General characteristics of the process of strategic planning. Strategic planning on corporate level (corporate mission; corporate goals and tasks; corporate strategy). Defining of the mission. Nature, function and range of the mission. Development of the goals. Analysis of the company's internal environment (SWOT - analysis). Analysis of the company's external environment. Functional strategies of the strategic business units. Preparation of PR programs. Defining PR strategies in the business organization.

### **Education methods and assessment**

The material in this course is taught in the traditional way. Multimedia is used. The students will have to prepare two practical projects (a business plan and a PR program). The examination is

written. The final mark consists of a 1:1 proportion considering the results from the semester and the examination.

### **CORPORATE FINANCE**

ECTS credits: 3.0

Weekly workload: 3 lect.+ 0 sem+0lu+0lpu+ 0p

Form of knowledge control: Current estimation

Exam type: written

Semester: 2<sup>nd</sup>

Methodological Guidance: Department of Public Relations, Faculty of Law and History

Lecturer: Assoc. Prof. Desislava Stoilova, PhD, Department of Finance and Accounting

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#### **Annotation**

**The main objective** of the course is to provide students with extensive knowledge in corporate finance and financial management of the company. The students will become familiar with the basic tools and methods for managing the corporate assets and capital and possibilities for their application in modern conditions. The main tasks that need to be addressed in the implementation of the curriculum are: 1) Acquiring knowledge and skills for analysis of the financial statements of the company, focusing on three main aspects - liquidity, solvency and profitability; 2) Acquiring knowledge and skills for applying basic methods for evaluating the effectiveness of investment projects and management of the working capital; 3) Acquiring knowledge and skills for application of the methods of evaluation and depreciation of the assets; 4) Understanding the basic tools for long-term corporate financing and building skills to calculate the cost and profitability of financial assets; 5) Acquiring knowledge and skills for applying sensitivity analysis and basic methods of strategic planning and control. After completion of the course "Corporate Finance" students should have basic knowledge and skills for the effective financial management of the company.

#### **Syllabus contents**

Corporate finance and financial management. Financial reports. Financial analysis. Depreciation and amortization policy. Analysis and management of working capital of the company. Methods for evaluation of company assets. Critical ratio "expenses - sales – profit". Capital budgeting. Long-term financing of the company. Cost and profitability of financial assets. Sensitivity analysis and simulation methods. Strategic financial planning and strategic control systems

#### **Education methods and assessment**

Examples, including visualization, illustrate the lectures. The students prepare in advance for participation in the lectures. A term project is prepared by the students as a home assignment. There is a term test. The final exam during the regular session is written. The final mark is a proportion between the results of the term test, the projects and the final exam.

### **MARKET STUDIES**

ECTS CREDITS: 3

Weekly workload: 3 lect.+0 sem+0lu+0lpu+0p

Form of knowledge control: Exam

Exam type: written

Semester: 2<sup>nd</sup>

Methodological Guidance:

Department of Public Relations, Faculty of Law and History

Lecturer: Assoc. Prof. Vyara Kyurova, PhD, Department of Management and Marketing

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#### **Annotation**

This discipline aims to satisfy the students' need for knowledge of organizing and conducting market research. The training process will provide sufficient information on the sources of

information to support research; to properly select, processing and analyzing the information. In this program are examined the key issues concerning with the nature, types, scope and tools of marketing research.

Along with the presentation of fundamental knowledge, skills are developed to apply this knowledge in practice. This determines the interdisciplinary nature of teaching and learning and the expected results that the knowledge gained will support learning, as in other disciplines as well as in economic and business disciplines.

### **Contents of the curriculum**

Essence of marketing research. Functions and types. Scope of marketing research. Major areas of marketing research. Process of marketing research. Market analysis in the marketing research system. Preparation and conduct of marketing research. Developing a marketing research program. Market research methods. Methods of data collection in field studies. Processing and analysis of marketing research data. Presentation of the results of marketing research. Market and sales: potential and forecasts.

### **Teaching and assessment technology:**

The lecture course is conducted in the established way using illustrative materials. Forms of ongoing control are also tailored to the nature of the discipline - solving tests, discussing case studies. The course finishes with the development of a market research project and a written exam, according to the attached syllabus.

## **ELECTRONIC BUSINESS**

ECTS CREDITS: 3

Weekly workload: 3 lect.+0 sem+0lu+0lpu+0p

Form of knowledge control: Exam

Exam type: written

Semester: 2<sup>nd</sup>

Methodological Guidance:

Department of Public Relations, Faculty of Law and History

Lecturer: Assoc. Prof.Slavyanka Angelova, PhD, Department of Public Relations

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### **Annotation**

Internet influences our life forming new universal space for exchange of information. And it is all about deep and long lasting changes for a kind of revolution in the global net era. This revolution is called electronic business in the sphere of business. It changes the character of the business and forms a new business model its nature being the constant electronic connections with clients, suppliers and partners and the possibility for real time management of the processes. It is clear for most of the people that the future belongs to the companies which will be able to make their business with the help of the Internet technologies quickly and efficiently and to adapt themselves to the forming global Internet economics. The electronic business does not work for itself but it is an evolution process of cultivating the business processes. One important condition for the success of the e-business is its ability to adapt and constant computing progress. The strategies, the techniques and the tools should be rationalized reporting the progress in the information technologies.

### **Syllabus contents**

E-business – nature, main characteristics, advantages. E-business models. Business-to-Business (B2B) systems and Business-to-Customer (B2C). E-business categories. Models for electronic market. Phases of marketing transactions. Development of commercial strategies. Development phases. Team building. The life of the e-trade systems. E-business strategies. E-signature. E-money. System for electronic payment – credit and debit cards, Internet payment systems and e-banking, system for e-payment in Bulgaria ePay. Security and data protection, methods for protection. The corporate web site - necessity, requirements, main tasks. The e-mail as a business instrument. Internet business communication rules. Internet competition analyses. Mobile commerce. Strategies and models. Tools, technologies and techniques for mobile business.



### **Education methods and assessment**

The lectures in this course are taught in the traditional way, the greater part of the lectures being presented in Power Point. The last development in the sphere will be presented to the students. The knowledge control is exercised with term papers during the semester as well as term tests which are evaluated with proper points. During the lectures there are team works and prepare, present and discuss with their colleagues the summaries and plans of their term papers which are on a selected topic discussed with the lecturer. There is a written exam during the session. The proportion between the semester results and the final exam is 1:1 which forms the final mark.

## **BANKING AND INSURANCE**

ECTS CREDITS: 4

Weekly workload: 3 lect.+0 sem+0lu+0lpu+0p

Form of knowledge control: Exam

Exam type: written

Semester: 1<sup>st</sup>

Methodological Guidance:

Department of Public Relations, Faculty of Law and History

Lecturer: Chief Asst. Prof. Vladimir Tsenkov, PhD, Department of Finance and Accounting

Email: v.tsenkov

### **Annotation**

**The main objective** of this course is to introduce to the future specialists in "Public relations" the content and significance of financial relations within the two main branches of financial intermediation - banking and insurance. Through a balanced presentation, students will acquire knowledge enabling them to clearly distinguish the role, functions and specific forms of intermediation which offer banking and insurance in the financial markets.

### **Syllabus contents**

The focus of the syllabus on the part of banking is on the presentation of issues related to the organization and structure of commercial banks, the specific forms of implementation of their activities and indicators for reporting the results. Thus not only allows students to learn about the mechanism of functioning of commercial banks, but on this basis clearly understand the place and role of the Central Bank in the context of interaction and control over commercial banks. The content of the second module of the syllabus related to insurance provides an opportunity to acquire knowledge helping to clearly distinguish the different forms of insurance satisfying the specific need in terms of coverage, price and intensity of insurance protection. Actual performance of the organization and the specifics of the property, automobile and life insurance will enable, except for the formation of knowledge about various insurance products, but will make the necessary link with the immediate practice in the insurance protection.

### **Education methods and assessment**

Examples, including visualization, illustrate the lectures. The students prepare in advance for participation in the lectures. A term project is prepared by the students as a home assignment. There is a term test. The final exam during the regular session is written. The final mark is a proportion between the results of the term test, the projects and the final exam.

## **HUMAN RESOURCE MANAGEMENT**

ECTS CREDITS: 4

Weekly workload: 3 lect.+0 sem+0lu+0lpu+0p

Form of knowledge control: Exam

Exam type: written

Semester: 1<sup>st</sup>

Methodological Guidance:

Department of Public Relations, Faculty of Law and History

Lecturer: Assoc. Prof. Valentin Vasilev, PhD, Department of National Security and Public Administration

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### **Annotation**

The course aims at forming an attitude in the students to the key role of human resources in the organization, learning the basic principles, approaches, systems and technologies for HR management; forming and developing skills for planning, evaluation, motivation, stimulation and development of the human resources. The following key issues are subject of the course: Formation and development of the HR management theory and practice. Main schools and approaches; HR management and organizational culture. Policy and strategy. Planning the HR required, methods, tools and technologies; Principles, systems and technologies for recruiting, selection and assessment. Career development. Motivation models and motivation strategies for performance and productivity improvement. Stimulation strategies and techniques. Reward management. Working relationships. Industrial relations and collective bargaining. Information systems for HR management. The curriculum of this course is consistent with similar studying courses of some leading universities from West Europe and USA.

### **Syllabus contents**

Formation and development of the HR management theory and practice – main schools and approaches. Nature of the HR management. Strategic management of the human resources. Approaches for strategy development; types of strategies. Basic requirements for HR strategies. Competences model. Planning the human resources required. Work design. Work analysis. Standards for position qualifications. Recruitment systems. Recruitment methods and techniques. Nature, purposes and basic requirements of the personnel assessment system. Personnel assessment system types. Approaches and systems for training, qualification and development of the human resources. Mentoring and coaching. Career development. Basic motivation models. Development of strategy for personnel motivation increasing. Motivation package. Reward management systems. Wages forms and systems. Stimulation of the personnel. Working relationships; management and leadership. “Burnout” and “Boreout” effects. Industrial relations: nature and principles. Industrial relation models. Information system for HR management. Structure of the specialized units for HR management. Outsourcing in the HR management. HR management in a globalized context.

### **Education methods and assessment**

The lecture course is supported by use of multimedia equipment. All topics consist of a practical and a lecture part. The seminar exercises include debates, discussions, reviewing problem situations, solving of and discussing cases, solving of control tasks, individual and collective work on the subject matter.

The evaluation of the results in the process of study complies with the requirements of the Ordinance # 21 of the Bulgarian Ministry of Education and Science from September 30rd, 2004 for implementation of a system for learning credit accumulation and transfer.

## **MANAGEMENT IN TOURISM**

ECTS CREDITS: 4

Weekly workload: 3 lect.+0 sem+0lu+0lpu+0p

Form of knowledge control: Exam

Exam type: written

Semester: 1<sup>st</sup>

Methodological Guidance:

Department of Public Relations, Faculty of Law and History

Lecturer: Assoc. Prof. Kiril Paleshutski, PhD, Department of Management and Marketing

e-mail: kamv

### **Annotation**

**The accent** is on the theory combined with its practical character and the difference between the experience of the best world companies and the Bulgarian management practice in tourism. The

objective of the course is to introduce to the students the management of one of the most dynamically developing branches of the Bulgarian economy. This is a branch management course. The aim of this knowledge is to connect them to a definite branch. Specific knowledge is discussed concerning the strategic management and building the management structures in tourism. The glossary is to be learnt as well as the basic formulations which characterize the management in tourism.

### **Syllabus contents**

Specific features of the touristic branch. Present situation and tendencies in its development. Relations with the other economy branches. The tourist company as a system. Strategic management in tourism – national aspect. Strategic management of the touristic company. Competition strategy. Profiling of the competitors. Forms of associations in tourism. Nature and characteristic features of the touristic market. Nature of the touristic product. Methods for appearing on the market. Marketing research. Market segmentation. Advertising in tourism – nature, forms, effectiveness. PR in tourism. HR policy of the touristic company. Labour organization. Forms of specialization and diversification of the touristic product. The characteristic features of the manager in tourism.

### **Education methods and assessment**

The lectures are held in the traditional way. There are plenty of charts and tables with parameters with all necessary examples for the process of education. The students visit the library themselves and will have to use Internet; They will have to prepare written projects, make tests, and have preliminary preparation for the seminars. Evaluation criteria: quality and profoundness of the written project; presentation ability and successful defending of the projects and the theses in them; demonstration of knowledge, skills and competence; Final mark: the students are grading according to the Bulgarian pointing system which is a six-point grading system the highest being “Excellent 6” which is turned into the European grading system – the highest being “A”.

## **ORGANIZATIONAL CULTURE**

ECTS CREDITS: 4

Weekly workload: 3 lect.+0 sem+0lu+0lp+0p

Form of knowledge control: Exam

Exam type: written

Semester: 1<sup>st</sup>

Methodological Guidance: Department of Public Relations, Faculty of Law and History

Lecturer: Assistant Milena Yankova, PhD, Department of Public Relations

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### **Annotation**

The course introduces the nature, specifics and the role of organizational culture, whose importance in the context of globalization is determined by a number of internal and external circumstances for the organization. The knowledge of the corporate culture as a collection of sustainable social norms and values of relationships, facilitates the accurate interpretation of events going on in the organization. From the perspective of the PR specialists this skill is crucial for the realization of proper communication policy both outward and inside the organization.

### **Syllabus contents**

Nature and specifics of the organizational culture. Role and functions of organizational culture. Key elements of organizational culture. Basic Principles. Types of organizational culture. Levels of manifestation of organizational culture. Models of organizational culture. External and internal factors influencing organizational culture. Organizational culture and subculture. Approaches to measuring, evaluating and classifying the organizational culture. Profile of ideal culture. National cultural specifics and corporate culture. Corporate culture as a competitive advantage. Corporate culture and public relations. Corporate culture and internal organizational communications.

### **Education methods and assessment**

The course is conducted using interactive methods, numerous examples are implemented and analyzed graphically. Monitoring is done in class during the semester through assignments. The course ends with a written exam on the material according to the attached syllabus. The proportion between the semester results and the final exam is 1:1 which forms the final mark.

## **ECONOMICS OF THE EUROPEAN UNION**

ECTS CREDITS: 3

Weekly workload: 3 lect.+0 sem+0lu+0lpu+0p

Form of knowledge control: Exam

Exam type: written

Semester: 2<sup>nd</sup>

Methodological Guidance:

Department of Public Relations, Faculty of Law and History

Lecturer: Assoc. Prof. Dimitur St. Dimitrov, PhD

### **Annotation**

The objective of this course is obtaining knowledge about the problems of the economic relations in Western Europe under the globalizing conditions of the world economics. The main objective is discussing the nature of the theoretic concepts and the objective prerequisites for the international economic integration, the stages, the spheres and the mechanisms of economic integration in Western Europe, the basic principles of the united market, institutional and political structure of the European Union and its place and role in the world economics. The West European economic relations in the context of the international integration processes are discussed as an objective consequences of the globalizing world economics. A special attention is paid to the social problems as they seem to be extremely important and complicated. They accompany the integration process and influence them to a great extent.

### **Syllabus contents**

Concepts and objective prerequisites for international economic integration. Stages, spheres and mechanisms of the economic relations in Western Europe. Basic principles of the united market. Unification of the economic relations in the EU. Stages of the transition period towards economic and monetary union. Institutional and political structure of the EU. Ways of social integration. The national, the European and the global in the EU. Role and place of the EU in the world economics. Bulgaria and the EU.

### **Education methods and assessment**

This lecture course is held in the traditional way. Multi media is used. The students will have to learn from the bibliography - the basic and the additional. There will be tests and test problems.

## **ADVERTISING LEGAL FRAMEWORK**

ECTS CREDITS: 3

Weekly workload: 3 lect.+0 sem+0lu+0lpu+0p

Form of knowledge control: Exam

Exam type: written

Semester: 2<sup>nd</sup>

Methodological Guidance:

Department of Public Relations, Faculty of Law and History

Lecturer: Assoc. Prof. Raya Ilieva, PhD, Department of Civil Law Sciences

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### **Annotation**

Discipline Advertising Legal Frame gives to students academic and educational basis about the legal frame which is regulating advertisement and advertising. Students are acquainted with basic enchantments, different theories, scientific methods and points of view on the legal regime

of advertising process. They ought to be aware of the necessity of regulation advertising activities.

### **Syllabus contents**

1. Acquaintance with the necessity of legal frame for advertising activities; 2. Revelation of basic advertisement contents requirements; 3. Considering subject during the advertising process and juridical amenability they have in case of infringement; 4. Discussing types of advertising, forms, ways and means of advertisement introduction; 5. Considering different types of advertisements - delusive advertisement, comparative advertisement, hidden advertisement, subconscious suggestions advertisement; 6. Acquaintance with prohibitions and restrictions in advertising field; also acquaintance with juridical requirements to specific product groups as alcohol and tobacco articles and advertisement intended to under age target; 7. Discussing moral norms in advertisement and practices of National Council for Self-regulation (NCSR);

### **Education methods and assessment**

This lecture course is held in the traditional way. Plenty of charts are used to illustrate the theory. The control of the acquired knowledge is exercised during the semester with term projects and tests with a proper mark. The evaluation system includes the semester results and the final evaluation which means sitting for an examination. The exam is written.

## **ANALYSIS AND POLITIC OF INVESTMENT**

ECTS CREDITS: 3

Weekly workload: 3 lect.+0 sem+0lu+0lpu+0p

Form of knowledge control: Exam

Exam type: written

Semester: 2<sup>nd</sup>

Methodological Guidance:

Department of Public Relations, Faculty of Law and History

Lecturer: Assoc. Prof. Donka Ivanova, PhD, Department of International Economic Relations

e-mail: donkaivytot

### **Annotation**

The lecturer coarse on the subject “ANALYSIS AND POLITIC OF INVESTMENT” has been worked out in conformity with the common aims of the subject “PR”. Regarding the structure, it includes: general common problems of the management of the firm investments, including in the context of the assimilating the means from the structural and the cohesive funds of the EU; approaches and methods for analyzing and marking of the firm in - vestment projects; approaches and methods for analyzing and marking of the risk in the firm investment projects; The purpose of the subject “ANALYSIS AND POLITIC OF INVESTMENT” is to give students deep knowledge on the management of the firm investments, the formation and the main approaches for realization of the firm investment strategy and politics in contemporary conditions.

**THE MAIN TASKS** which are to be solved when realizing the curriculum are as follows:

- 1) Adopting knowledge on the essence and the management of the firm investments and the process of investment in the firm.
- 2) Adopting knowledge and skills on working out the firm investment projects.
- 3) Adopting knowledge and skills on analyzing, marking and choice of the firm investment projects.

**METHODS OF INSTRUCTION:** To provide qualitative training of the students, the subject “ANALYSIS AND POLITIC OF INVESTMENT” flexibly combines different methods and forms of education: lectures on key themes, seminars and individual work under the form of coarse work. The forms of control are also conformable to the nature of the subject – carrying out control check-ups, tests, discussing different cases during the seminars and written exam for testing the knowledge.

**EXPECTED RESULTS:** After having passed the subject course, the students are to have obtained general knowledge and skills on working out, analyzing, mark and choice, including in the context of the assimilating the means from the structural and the cohesive funds of the EU.