



Academic programs in English 2020

1. **MA program Communication and Advertising.**
2. **MA program Communication and EU Affairs.**
3. **MA program Project Management** (accredited PMI). It is the first MA program in Project Management in Central and Eastern Europe receiving the PMI accreditation by **PMI Global Accreditation Center for Project Management Education Programs (PMI GAC)**. Since 2012, this MA program is affiliated to **Academic Network Student Membership Program**.
4. **BA program Communication and Emerging Media**

List of courses taught in English

Autumn courses – A

Spring courses – S

The list is updated every year mid September

| MA program | Autumn/Spring | Title | ECTS |
|--------------------------------------|----------------------|--|------|
| Communication and Advertising | A | Mass media and society | 8 |
| | | Fundamentals of advertising | 7 |
| | | Introduction to Marketing | 7 |
| | | Research methods | 8 |
| | | Social media and civic participation | 7 |
| | | Culture and communication | 8 |
| | | Marketing and branding | 7 |
| | | Advertising I | 7 |
| | Communication Theory | 8 | |
| | S | Social psychology of advertising | 8 |
| Public Relations | | 7 | |
| Argumentation Theory | | 8 | |
| Advertising II | | 8 | |
| Visual in Advertising | | 7 | |
| Communication and EU Affairs | A | Globalization and European Integration | 8 |
| | | Communication Theory | 7 |
| | | Design and implementation of EU-funded projects | 7 |
| | | EU Policies and Policy - Making | 8 |
| | | Leadership & Project team management | 7 |
| | | European Media and the Public Sphere | 8 |
| | | Introduction to EU Economic Governance | 8 |
| | | Research Methods and Techniques | 7 |
| | S | Public Communication in the European Union | 8 |
| | | European identity. Theoretical approaches and empirical insights | 8 |
| | | Public Opinion in the EU | 7 |
| | | Global Competition and Strategic Communications | 8 |
| | | Nation branding. Communication in international environments | 7 |
| European lobbying and PR Practice | 7 | | |

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| Project Management | A | Design and implementation of EU-funded projects | 7 |
| | | Globalization and European integration | 8 |
| | | Project Management I | 8 |
| | | Presentation Skills for Project Managers | 7 |
| | | Process Management | 8 |
| | | Research methods and techniques | 7 |
| | | Monitoring and Performance Indicators | 7 |
| | | Leadership & Project team management | 7 |
| | | Risk management | 8 |
| | S | Strategic management | 8 |
| | | Project Management II | 8 |
| | | Project management software | 7 |
| | | Leadership and Project team management | 7 |
| | | Projects' Evaluation and audit | 8 |
| | | Design and implementation of research projects | 8 |
| Agile Project Management | 8 | | |

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| Communication and Emerging Media | A | Communication Theory | 5 |
| | | Academic writing | 5 |
| | | E-business and digital marketing | 5 |
| | | Global communication campaigns | 5 |
| | | Introduction to Public Relations | 5 |
| | | English for communication | 5 |
| | | Critical thinking | 5 |
| | | Mass media and society. Emerging media | 7 |
| | | Communication and creative industries | 7 |
| | | Research methods in communication sciences | 6 |
| | | Digital writing | 5 |
| | | Internship in research | 5 |
| | | Professional internship | 5 |
| | S | Introduction to audio-video communication | 5 |
| | | Advertising | 6 |
| | | History of communication | 5 |
| | | Social psychology of communication | 6 |
| | | Public speaking | 5 |
| | | English for communication | 4 |
| | | Events management | 4 |
| | | Consumer behavior in the digital context | 6 |
| | | Branding through social media | 6 |
| | | Technologies for digital media/ Web Design | 6 |
| | | Project management | 7 |
| Semiotics in the new media | 5 | | |
| Digital literacy | 5 | | |
| Social media and civic participation | 5 | | |

Note: Autumn courses (A) start from 1st October till middle of February;

Spring courses (S) start from middle of February till end of June (exam session included for both semesters).