

MASTER OF SCIENCE IN “COMMUNICATION SCIENCE”

PROGRAMME OBJECTIVES

This program gives students an advanced understanding of the theories and practices related to the study of political public relations, digital media, or marketing management. The Department of Human Sciences and Communication is committed to providing post-graduate students with an innovative, dynamic learning environment and an interdisciplinary curriculum. In addition to the core subjects, students can also choose these profiles: Political Public Relations, Marketing Management and TV Multimedia. Therefore, post-graduate students will be able to demonstrate a critical, well-grounded understanding of communication industries, ethical and cultural positions related to contemporary communication practices in society and demonstrate a comprehensive understanding of either political public relations or multimedia, marketing, and advertising practices.

LEARNING OUTCOMES

The following learning outcomes are expected of students graduating with a Master of Science in Communication Science:

- Advanced knowledge of the discipline and its theoretical, critical, and ethical implications.
- Extensive use of inquiry and research methodologies in the study of communication.
- Able to demonstrate expertise and analytical skills in applied communication activities by designing and conducting communication activities and scholarly writing.
- Make complex presentations on a variety of topics in public settings.
- Create and analyze messages appropriate to the audience, purpose, and context.
- Managing political communication practices and influence public discourse.
- Students of Political Public Relations will be able to develop a variety of mass media content related to political agencies, including analysis, news stories, press releases, and advertising copy, following contextual PR practices and standards.
- Students of Multimedia TV Profile will be able to apply and evaluate emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia. They will be offered expertise and skills in subjects such as 3D Animation, Digital Design of Characters, apart from audio and video media.
- Students of Marketing Management will be able to conduct marketing communications activities and demonstrate a comprehensive understanding of Marketing Communications theories and concepts. They will be offered expertise and skills in subjects such as Services of Marketing, International Marketing, and Integrated Marketing Communications.

PROFILE: POLITICAL PUBLIC RELATIONS

- Advanced understanding of the discipline of Communication and practices of Political Public Relations.
- Create and analyze PR content appropriate to audience, purpose, and context.
- Manage the media, reputation, and political relations.

PROFILE: MARKETING MANAGEMENT

- Develop marketing communication activities.
- Extensively use a range of media and methods available to marketers.
- Demonstrate advanced competencies in Integrated Marketing Communications theories and concepts.

CURRICULA

MASTER OF SCIENCE IN "COMMUNICATION SCIENCE" 120 ECTS				
Nr.	Year	Sem	Subject	ECTS
A - GENERAL SUBJECTS/ 5% - 10%/ 12 ECTS				
1	I	1	Advanced Research Methods	6
2	I	2	Quantitative Research Methods	6
B - CHARACTERIZING/CORE SUBJECTS/ 50% - 60%/ 60 ECTS				
1	I	1	Applied Theories of Communication	6
2	I	1	Campaign Management	6
3	I	1	Communication and Ethics in the Workplace	6
4	I	1	Critical Discourse Analysis	6
5	I	2	Practices of Public Relations	6
6	I	2	Applied Political Strategies	6
7	I	2	Religion and Contemporary Debates	6
8	II	1	Mass Communication	6
9	II	1	Sociolinguistics	6
10	II	1	New Media and Marketing Communications	6
C - INTERDISCIPLINARY/INTEGRATING SUBJECTS/ 12% - 20%/ 18 ECTS				
PROFILE		POLITICAL PUBLIC RELATIONS		
1	I	2	Organizational Public Relations	6
2	II	1	Political Public Relations	6
3	II	2	Event Management	6
PROFILE		MARKETING MANAGEMENT		
1	I	2	Services Marketing	6
2	II	2	International Marketing	6
3	II	1	Integrated Marketing Communication	6
D - ADDITIONAL SUBJECTS/ 10%/ 12 ECTS				
1	II	2	Internship and Career Development	12
E - FINAL OBLIGATIONS/ 10% - 20%/ 12 ECTS				
1	II	1-2	Diploma thesis	18