

**Faculty of International Economics and Administration**  
**Department: Administration and Management**  
**Professional area: Administration and Management**  
**Major: Business Administration and Management – Business Administration in Tourism**  
**Educational-and-qualification Degree: Master**

#### COURSE DESCRIPTION

1. Course unit title: Advertising and Public Relations
2. Course unit code: TUR3010
3. Type of course unit: optional
4. Level of course unit: Master
5. Year of study: third
6. Semester: second-seventh
7. Number of ECTS credits allocated: 3
8. Name of lecturer: Assoc. Prof. Kalaglarski, PhD
9. Learning outcomes of the course unit: Students receive good theoretical knowledge and concrete practical skills in the field of public communication and advertising more precisely the social technology PR and its implementation in business practice.
10. Mode of delivery – face-to-face; distance learning
11. Prerequisites and co-requisites: Students are required to have knowledge of Theory of Communication.
12. Course contents: The course introduces students to specific models of planning, development and management of social communication, establishment of an active and positive public opinion, overcoming barriers in communication, manipulation of social structures. Students learn about the types of systems to interact with the audience, explore and adapt to the competitive environment and overcome competitors by using morally acceptable techniques.
13. Recommended or required reading:
  1. Стойков Л., Пачева В., ВО и бизнескомуникация, С, 2008 г.
  2. Калагларски, Г, Медиите и модерният свят, В, 2010 г.
  3. Сборник, Калагларски Г., Рецепти за успех, С, 2008 г.
  4. Райков, Здр., Корпоративният гражданин, С, 2010 г.
  5. Петров, М, Америка – социалният тропик, С, 2010 г.
  6. Бондигов, В, Манипулация и изграждане на митове С, 2011 г
14. Planned learning activities and teaching methods: The course is taught by lecture presentation of the material. Thematic discussions are held, project assignments on researching the poll in specific situations are developed and design of programs to impact.
15. Assessment methods and criteria: At the beginning of the course students are informed about the organization of the study process of the specific discipline. They are offered opportunities for active participation during the semester - participation in conferences and discussions, development of assignments and projects, writing articles for appropriate journals, etc. The personal involvement of students is important and it is taken into account in their assessment. Project/coursework development, oral examination.
16. Language of instruction: Bulgarian, English
17. Work placement: none