

International Economics and Administration Faculty
Department: International Economics and Politics
Professional Area: Political Sciences
Major: International Negotiations
Educational-and-qualification Degree: Master

COURSE DESCRIPTION

1. Course unit title: Negotiation Process and the Media
2. Course unit code: ECO 3003
3. Type of course unit: compulsory
4. Level of course unit: master
5. Year of study: first
6. Semester: first
7. Number of ECTS credits allocated: 3
8. Name of lecturer: Assoc. Prof. Kaloyan Kirilov Smilkov, PhD
9. Learning outcomes of the course unit: The course within one semester creates basic knowledge of the contemporary status and implementation of the political marketing. The acquired knowledge and practical exercises ensure successful operation and use of marketing technology in politics.
10. Mode of delivery: face-to-face
11. Prerequisites and co-requisites: Students should have successfully completed the courses from previous levels. They should also have an active attitude towards social and political life, be aware of and read specialized books and publications in the media.
12. Course contents: The course is compulsory – it has a major theoretical and practical application for cooperation and work in socio-political formations and parties, in public institutions, media and PR - agencies providing advanced technological knowledge for successful elections. The first section of the course aims at forming basic theoretical knowledge which is practically oriented in the second section with the opportunity to acquire practical skills.
13. Recommended or required reading:
 - Бодрияр, Ж.** Илюзията за края. С., 1996.
 - Барт, Р.** Въображението на знака. С., 1991.
 - Вирилио, П.** Скорост и политика. С., 1992.
 - Bell, D.** The Coming of Post-industrial Society. A Venture in Social Forecasting. London, 1973.
 - Barker, F., P. Hulme, M. Iversen, D. Loxley** (ed.) Literature, Politics and Theory: Papers from Essex Conference 1976-1984.
 - Hawkes, T.** Structuralism and Semiotics, London. Routledge, 1977.
14. Planned learning activities and teaching methods: Lectures, presentations
15. Assessment methods and criteria: Written and oral examination
16. Language of instruction: Bulgarian
17. Work placement: none