

## **SPECIALITY: SOCIOLOGY**

### **Master's degree programme SOCIAL MANAGEMENT AND PUBLIC COMMUNICATIONS**

Educational qualification degree: MASTER

Professional qualification: MASTER OF SOCIAL MANAGEMENT AND PUBLIC COMMUNICATIONS

Duration of studies: 2 year

Form of education: regular

### **QUALIFICATION CHARACTERISTICS**

The master's programme "Social Management and Public Communications" for non-specialists (in Bulgarian and English) is intended for those with a bachelor's degree or a master's degree from another professional field. The training lasts 2 years /four semesters/. The training has a duration of 2 years /four semesters/.

**The programme's main goal is to use various academic methods to build a sense and skill for comparative analysis, expert behaviour in dialogue.** Students gain knowledge in basic disciplines such as Introduction to Sociology; History of Sociology; Quantitative and Qualitative Methods in Sociology; Public Opinion and Media; Social Statistics; Sociology of Stratification and Inequalities; Sociology of Social Regulators; SPSS;

It is planned by using different academic methods to build perception and competence for management and communication skills, comparative analyses, expert behavior, etc. Students gain knowledge in basic disciplines in the field of sociology of management and public communications.

#### **Students completing the master's degree programme have:**

- **a wide range of theoretical and practical knowledge**, specialized in the field, which builds on what was achieved in the previous stage of training - know and understand theories, concepts, principles and patterns, have highly specialized practical and theoretical knowledge that form the basis for originality in the development and application of new ideas and solutions, demonstrate a critical awareness of knowledge in the field and the relationships between the different areas studied;и;

- **a wide range of practical and cognitive skills and approaches**, needed to understand abstract problems and develop creative solutions, to diagnose the issues and solve them, based on modern research by integrating knowledge from new or interdisciplinary fields, showing the ability to generate new knowledge and procedures related to conducting research and introducing innovations;

- formulate adequate judgment in situations characterized by incomplete or limited information and unpredictability, develop new and diverse skills in response to emerging knowledge and practices, demonstrate free application of innovative methods and tools in solving complex problems and unpredictable problems in the specialized field of work, find and maintain arguments in solving problems of interdisciplinary nature, show initiative in work and learning in a complex and unpredictable environment, requiring solving problems with many interacting factors, have the skills to create and manage networks or teams, to distribute time and manage human and financial resources, solve complex problems through new technological methods and tools, quickly find, extract, organize, synthesize and evaluate

the necessary information from various sources, whether detailed or scarce, have the ability to solve and overcome critical about problems in research and / or innovation, to improve standard models and approaches, to develop innovative solutions by combining different original strategies and technologies, to manage failed attempts and move forward, to improve standard models and approaches, to master methods and means to anticipate changes and problems, to abstract from the environment and to think innovatively, to develop and set a rational plan to bring new ideas for a fruitful end, to quickly acquire new qualities and skills, to anticipate technological and creative development, to write and present scientific and technical documents (scientific articles, abstracts, reports, figures, graphics, etc.); to communicate through different media in front of different audiences; have skills such as endurance, entrepreneurship, toughness, rigor, adaptability and intellectual flexibility.

**opportunity for independence and responsibility**

- create and interpret new knowledge through their research or other scientific activity through the achieved new knowledge, demonstrate skills to expand the scope of the previously known scientific field and assess the need for current publications, can self-assess research achievements, can compose design, implement and adapt a modern research process with scientific confidence;

**learning competence**

- - demonstrate the capacity to systematically acquire and understand a significant amount of knowledge from the latest scientific developments or in the field of professional practice;

**communicative and social competencies**

-can present clearly and easily their ideas, formulations of problems and possible solutions to a specialized and non-specialized audience, using a wide range of techniques and approaches; develop and present reasoned ideas about social processes and practices and substantiate proposals for their improvement or change;

**professional competencies**

- the masters collect, process and interpret specialized information necessary for solving complex problems in the field of study; integrate a wide range of knowledge and sources of information in a new and relatively unknown context; make sound judgments and find solutions in a complex environment of diverse interactions; demonstrate abilities for acceptable behaviour and interaction in a professional and/or specialized environment. They are able to solve problems by integrating complex sources of knowledge, in conditions of insufficient available information, in a new unknown territory, can initiate changes and manage development processes under challenging conditions, engage in meaningful scientific, social and moral issues arising in the process of work or study.

**Graduates of the master's programme can be realized as:**

- Heads of units, directorates, and departments in local and state administration;
- Managing and executive directors;
- Administrative managers and managers in commercial companies;
- Managers in business services and administrative sectors;
- Human resources managers;
- Managers in sales, marketing, and development;
- Managers in advertising and public relations.

## CONTENT OF THE CURRICULUM

<b>Първа година</b>			
First semester	ECTS credits	Second semester	ECTS credits
Introduction to Sociology	<b>5</b>	Sociology of Stratification and Inequalities	<b>6</b>
History of Sociology	<b>10</b>	Sociology of Social Regulators	<b>6</b>
Quantitative Methods in Sociology	<b>5</b>	Qualitative Methods	<b>6</b>
Public Opinion and Media	<b>5</b>	Statistical Methods in Sociology	<b>6</b>
Social Statistics	<b>5</b>	SPSS	<b>6</b>
	Total 30		Total 30
<b>Second year</b>			
Third semester	ECTS credits	Fourth semester	ECTS credits
Fundamentals of Management	<b>5</b>	Management, Science, Technology	<b>3</b>
Planning and Forecasting in Social Management	<b>5</b>	Entrepreneurship	<b>3</b>
European Integration Policies	<b>5</b>	Public Communications	<b>3</b>
Marketing and Advertising	<b>5</b>	Public Relations Management	<b>3</b>
Social and Occupational Psychology	<b>5</b>	Elective Course	<b>3</b>
Elective Course	<b>5</b>	State Exam or Thesis Defence	<b>15</b>
	Total 30		Total 30
<b>Elective courses /third semester/</b>	ECTS credits	<b>Elective courses /fourth semester/</b>	ECTS credits
<i>Students can choose one course</i>		<i>Students can choose one course</i>	
Management of Labour Resources	<b>5</b>	Social Norms and Deviations	<b>3</b>
Methods of Expert Assessment in Management	<b>5</b>	Economic Sociology: Problems and Perspectives	<b>3</b>
<b>TOTAL FOR 2 ACADEMIC YEARS:120 CREDITS</b>			

# ANNOTATIONS OF COURSES

## COMPULSORY COURSES

### INTRODUCTION TO SOCIOLOGY

**ECTS credits:** 5

**Assessment:** exam

**Methodical guide:**

**Department of Sociology**

Faculty of Philosophy

**Lecturer:** Chief Assist. Prof. Iveta Yakova, PhD, Department of Sociology

E-mail: [yakova@swu.bg](mailto:yakova@swu.bg)

**Weekly hours:** 11 + 1 s

**Type of exam:** written

#### **Annotation:**

The discipline "Introduction to Sociology" aims to introduce students to the "logic" of the science of sociology, which, through the comparative historical method, studies society as a totality, and in particular individual social institutions, processes, groups and communities. At the heart of sociological thinking is both the interaction between the individual and society, as well as the causes and consequences of social inequality and the social construction of human life.

The training also emphasizes sociological imagination as a means of understanding the connection between the life events (biography) of members of a given society and the society itself (history). In this way, students are encouraged to think critically, beyond the boundaries of their personal lives, and to interpret social reality/society by subjecting to verification the "taken-for-granted" or "common-sense" understandings of community, society, institutions, problems, and so on.

#### **Content of the course:**

The lecture course Introduction to Sociology, linked to other sociological disciplines within the curriculum, aims to lay the foundations of sociological literacy. To this end, the course is divided into two modules: theoretical and empirical sociology:

1) Theoretical Sociology covers the conceptual framework: social action and social relations; social function; social stratification; inequalities and mobility; personality formation; types of societies; power and domination; the concept of a political system.

2) Empirical Sociology addresses the methodology and methods of sociological research, as well as the stages and elements of empirical sociological investigation.

The aim of the course is for students to:

- a) master a set of concepts and categories that form the foundation of sociological science;
- b) develop critical thinking in exploring the cause-and-effect relationships behind various forms of social behavior, events, phenomena, etc., through the contextualization and reconstruction of what is happening in terms of "there and then" and "here and now";
- c) build a general understanding of the theoretical approaches and methods used in empirical sociology.

#### **Teaching and Assessment Method:**

Students are given the opportunity to be exempt from the final exam. To qualify, they must actively participate in class discussions and receive a grade of "Very Good" or "Excellent" on their case study and coursework.

## HISTORY OF SOCIOLOGY

**ECTS credits:** 10

**Assessment:** exam

**Methodical guide:**

**Department of Sociology**

Faculty of Philosophy

**Lecturer:** Chief Assist. Prof. Dilyana Keranova, PhD, Department of Sociology

E-mail: [dkeranova@swu.bg](mailto:dkeranova@swu.bg)

**Weekly hours:** 3 l + 1 s

**Type of exam:** written

### **Annotation:**

The history of sociology is not taught as a standalone discipline, but rather as a means of acquiring knowledge that supports the argumentation of sociological analyses in contemporary society. The constant movement between social constellations and the outlining of various social strata leads to the development and practice of specific "skills of the mind," which are essential to any modern science of society.

### **Content of the course:**

The course covers fundamental sociological schools, concepts, and circles. Students learn to interpret, understand, and analyze social facts, to compare and organize them. When formulating problematic situations in the "here" and "now," they may be able to find answers in the "there" and "then."

### **Teaching and Assessment Method:**

The final grade reflects the results of ongoing assessment and the written exam.

## QUANTITATIVE METHODS IN SOCIOLOGY

**ECTS credits:** 5

**Assessment:** exam

**Methodical guide:**

**Department of Sociology**

Faculty of Philosophy

**Lecturer:** Assoc. Prof. Mario Marinov, PhD, Department of Sociology

E-mail: [mario\\_marinov@swu.bg](mailto:mario_marinov@swu.bg)

**Weekly hours:** 1 l + 1 s

**Type of exam:** written

### **Annotation:**

The lecture course focuses on the structural features and specific requirements in the process of creating and using the toolkit for Empirical Sociological Research (ESI). It closely examines the organization of work, content requirements, and research issues at each stage of ESI. The course analyzes the cognitive possibilities of different research methods, the limits of empirical knowledge application, and the validity of ESI, as well as potential errors and abuses of empirical sociological information.

The entire cycle of its implementation is simulated, with students developing their own individual projects, including an ESI program, theoretical model, hypotheses, questionnaire, and data processing plan. Students learn to independently analyze data from univariate and bivariate distributions and to work with basic statistical coefficients.

### **Content of the course:**

- To clarify the structural features and specific requirements in the process of creating and using the toolkit for Empirical Sociological Research (ESI);

- To analyze the cognitive capabilities of various research methods, the limits of application of empirical knowledge, and the validity of ESI;

- To analyze possible errors and abuses of empirical sociological information.

**Teaching and Assessment Method:**

The final grade for the course Quantitative Methods in Sociology is determined at the end of the semester based on students' answers to written questions. The final grade reflects the results of ongoing assessments and the exam score.

## **PUBLIC OPINION AND MEDIA**

**ECTS credits: 5**

**Assessment:** exam

**Methodical guide:**

**Department of Sociology**

Faculty of Philosophy

**Lecturer: Prof. Dobrinka Peycheva, D.Sc.**

E-mail: [peichevad@swu.bg](mailto:peichevad@swu.bg)

**Weekly hours: 1 l + 1 s**

**Type of exam:** written

**Annotation:**

The media serve as an expression of agreement or disagreement with a given governance and, in this sense, represent the public aspect of public opinion. There is a direct connection between the media and public opinion, which is the subject of numerous research inquiries and interpretations, applying both classical and contemporary practices in retrospective and current contexts.

The course Public Opinion and Media includes the study of the role of communications and the media in shaping public opinion across different contexts and temporal frames. It reveals the classical and diverse contemporary models and techniques of mass communication influence and their effects, as well as the various methods and techniques for studying them.

**Content of the course:**

The course includes the study of the role of communications and the media in shaping public opinion across various contexts and time periods. It reveals the classical as well as the diverse contemporary models and techniques of mass communication influence and their effects, along with the different methods and techniques used to study them.

**Teaching and Assessment Method:**

The course grade is determined at the end of the semester based on students' answers to written questions..

## **SOCIAL STATISTICS**

**ECTS credits: 5**

**Assessment:** exam

**Methodical guidance:**

**Department of Sociology**

Faculty of Philosophy

**Lecturer: Chief Assist. Prof. Vera Veleva, PhD, Department of Sociology**

**Weekly hours: 1 l + 1 s**

**Type of exam:** written

E-mail: [veleva\\_v@swu.bg](mailto:veleva_v@swu.bg)

**Annotation:**

The Social Statistics course provides general theoretical knowledge of the fundamental concepts and categories related to population, as well as the approaches and methods for measuring and analyzing data in socio-demographic research. It identifies the main sources of statistical information and presents statistical data from observations conducted by national statistics authorities. The course discusses the application of international regulations (Eurostat, UN, ILO, etc.) and practices of other countries in the field of demographic and social research.

**Content of the course:**

The methodology and practical organization and implementation of statistical studies of phenomena and processes (natural and mechanical population movement) are examined. These form the basic structures of the population and its development, economic activity of the population (employment and unemployment), income structures, expenses and consumption of the population (household budgets), as well as the educational and health status of the population.

**Teaching and Assessment Method:**

The course grade is determined at the end of the semester based on ongoing assessments and the results of the final exam.

### **SOCIOLOGY OF STRATIFICATION AND INEQUALITIES**

**ECTS credits:** 6

**Weekly hours:** 1 l + 1 s

**Assessment:** exam

**Type of exam:** written

**Methodical guide:**

**Department of Sociology**

Faculty of Philosophy

**Lecturer: Prof. Valentina Milenkova, DSc, Department of Sociology**

E-mail: [vmilenkova@swu.bg](mailto:vmilenkova@swu.bg)

**Annotation:**

Sociology of Stratification and Inequalities is a contemporary scientific discipline with a broad research scope that encompasses numerous issues related to the development of various social groups and their hierarchical organization. A central focus of the subject is the interpretation of social stratification, with two main analytical approaches: the "nominalist" and the "synthetic."

**Content of the course:**

The four basic systems of stratification are distinguished: Slavery, Caste, Estate (or social order), Class. Special attention is given to the analysis of the "middle class" and its theoretical interpretations, including contributions by Bulgarian authors. The second part of the course covers "social inequalities" and their presence in societies—both historically and especially in contemporary modern societies. In this context, the topic of poverty is also analyzed, along with related concepts, theories, and explanations arising from the notion.

**Teaching and Assessment Method:**

The course grade is determined at the end of the semester based on students' responses during the written exam.

### **SOCIOLOGY OF SOCIAL REGULATORS**

**ECTS credits: 6**

**Assessment:** exam

**Methodical guide:**

**Department of Sociology**

Faculty of Philosophy

**Lecturer: Chief Assist. Prof. Vladislava Lendzhova, PhD**, Department of Sociology

E-mail: [vlendzhova@swu.bg](mailto:vlendzhova@swu.bg)

**Weekly hours: 1 l + 1 s**

**Type of exam:** written

**Annotation:**

The course “Sociology of Social Regulators” examines the key mechanisms and tools that govern and direct social behavior and social relations. Through theoretical analysis and practical examples, it explores social norms, morality, law, religion, culture, media, education, and politics as primary social regulators. Special attention is given to the role of digitalization, globalization, and environmental responsibility in the transformation of social regulators in contemporary society.

**Content of the course:**

The course offers an interdisciplinary perspective that connects classical and contemporary sociological theories. Students will learn the specifics of key institutional forms and analyze the principles of their functioning in the context of individual socialization.

**Teaching and Assessment Method:**

The course grade is based on ongoing assessments during the semester, coursework, and a written exam.

## QUALITATIVE METHODS

**ECTS credits: 6**

**Assessment:** exam

**Methodical guide:**

**Department of Sociology**

Faculty of Philosophy

**Lecturer: Assoc. Prof. Mario Marinov, PhD**, Department of Sociology

E-mail: [mario\\_marinov@swu.bg](mailto:mario_marinov@swu.bg)

**Weekly hours: 1 l + 1 s**

**Type of exam:** written

**Annotation:**

The course introduces students to the methodology and techniques of sociological research based on meaningful models of the social world, grounded in socially valid meanings. This is a specific area of sociological knowledge focused on microsociology, the individual, and socio-cultural processes and contradictions. This branch of sociology studies everyday social practices, natural attitudes, and the practical logic characteristic of different social communities. A key idea behind the course is to overcome the common perception of opposition between qualitative and quantitative methods in sociology.

**Content of the course:**

The object of qualitative research is individuals as performers of social roles, while the subject of study is the nature of the performance of these roles. Essential sociological concepts introduced include interaction, lifeworld, personal meaning, hermeneutics, formal rationality, practical logic, dramaturgical sociology, and interpretative sociology.

**Teaching and Assessment Method:**



The final grade reflects the results of ongoing assessments and the exam grade.

### STATISTICAL METHODS IN SOCIOLOGY

**ECTS credits:** 6

**Assessment:** exam

**Methodical guide:**

**Department of Sociology**

Faculty of Philosophy

**Lecturer:** Chief Assist. Prof. Vera Veleva, PhD, Department of Sociology

E-mail: [veleva\\_v@swu.bg](mailto:veleva_v@swu.bg)

**Weekly hours:** 1 l + 1 s

**Type of exam:** written

**Annotation:**

The course on the application of statistical methods in sociology covers part of the general theory of statistics, clarifying the fundamental theoretical concepts, the cognitive nature of the logic, and the principles of the statistical approach in studying socio-economic processes. Special emphasis is placed on the methodology and techniques of sample surveys, statistical inference, and hypothesis testing based on data from sociological research. The application of methods in practical sessions is developed through the use of computer technology and problem-oriented software products. Information is provided about the national statistical information system and its harmonization with European statistics (Eurostat).

**Content of the course:**

The material presentation focuses primarily on the essence and cognitive capabilities of various statistical methods and characteristics (indicators), the conditions for their practical application, accurate interpretation, and formulation of statistical findings and conclusions during the organization and conduct of sample sociological studies.

**Teaching and Assessment Method:**

The final grade for the course is determined at the end of the term based on the results of a written test and ongoing assessments throughout the semester.

### SPSS

**ECTS credits:** 6

**Assessment:** exam

**Methodical guide:**

**Department of Sociology**

Faculty of Philosophy

**Lecturer:** Assoc. Prof. Petrana Stoykova, PhD, Department of Sociology

E-mail: [petrana\\_stoikova@swu.bg](mailto:petrana_stoikova@swu.bg)

**Weekly hours:** 1 l + 1 s

**Type of exam:** written

**Annotation:**

The course is focused on mastering the capabilities of modern specialized software tools for statistical processing and analysis of empirical data from sociological research. The need for knowledge and skills in working with specialized software products is driven by the development of applied sociological research and is directly related to the future professional realization of sociology students.

**Content of the course:**

The use of specialized statistical software enhances the ability to master and apply the apparatus of applied statistics in the analysis of empirical data from sociological studies. During

the course, ongoing assessments are made of the students' skills in performing the various elements of sociological data processing.

**Teaching and Assessment Method:**

The course concludes with a written exam in which students present an analytical report applying specific statistical procedures (descriptive statistics, hypothesis testing for comparing empirical distributions, parameters, and analysis of dependencies) based on the data from the conducted study.

## FUNDAMENTALS OF MANAGEMENT

**ECTS credits:** 5

**Weekly hours:** 2 l.

**Assessment:** exam

**Type of exam:** written

**Methodical guide:**

**Department of Sociology**

Faculty of Philosophy

**Lecturer:** Chief Assist. Prof. Vladislava Lendzhova, PhD, Department of Sociology

**E-mail:** [vlendzhova@swu.bg](mailto:vlendzhova@swu.bg)

**Annotation:**

The course "Fundamentals of Management" reveals the main characteristics of social management, its mechanisms and manifestations in modern digital conditions. The course aims to differentiate and expand students' knowledge in the field of sociology and the philosophy of social management.

After completing the course, students should know basic theoretical concepts in the field of social management.

The prerequisites for studying the course are related to the need to obtain basic knowledge and skills in the field of management and management processes at all levels.

**Content of the course:**

Introduction to the essence of social management;

Presentation of new knowledge and understandings of the primary management practices in society;

Discovering the different approaches to management in society - systemic, cybernetic, sociological;

Disclosure of the main steps for making management decisions;

Clarification of the nature and characteristics of centralized and decentralized management;

Discovering the specifics of social governance in the digital age.

**Teaching and Assessment Method:**

-Student activity during the course (report, developing a plan)

- current assessment: / test; coursework /

- Written exam.

## PLANNING AND FORECASTING IN SOCIAL MANAGEMENT

**ECTS credits:** 5

**Weekly hours:** 2 l.

**Assessment:** exam

**Type of exam:** written

**Methodical guide:**

**Department of Sociology**

Faculty of Philosophy

**Lecturer: Assoc. Prof. Daniela Pastarmadzhieva, PhD**, Department of Philosophy and Political Sciences

**E-mail:** [daniela.pastarmadzhieva@swu.bg](mailto:daniela.pastarmadzhieva@swu.bg)

**Annotation:**

The lecture course addresses the main problems of planning and forecasting in the social sphere at all government levels. Its content includes the theory, methodology and practice of planning and forecasting in social management.

The role and importance of forecasting the social system's development as an essential prerequisite for developing optimal plans and methods that can be used to forecast social processes and phenomena are revealed. The principles of planning, the different types of plans and the relationship between them are considered, paying particular attention to strategic planning and developing strategies for the development of social systems.

The purpose of studying the course is to form a complete picture of the purpose and functions of planning and forecasting in managing social development.

**Content of the course:**

- Introduction to the basic concepts in the field of planning and forecasting in the system of social management;
- Acquiring knowledge of the theoretical foundations of planning and forecasting the future state and processes of development of the social system;
- Mastering the methods for planning and forecasting and skills for their application in practice;
- Building knowledge and skills for studying the trends, patterns, features and patterns in the development of social processes and phenomena;
- Formation of knowledge for the development of forecasts, plans and strategies for social development;
- Development of skills for analysis and assessment of the state of social systems and environmental factors influence.

**Teaching and assessment method:**

- Student activity during the course (report, developing a plan)
- current assessment: / test; coursework /
- Written exam.

## **EUROPEAN INTEGRATION POLICIES**

**ECTS credits: 5**

**Assessment:** exam

**Methodical guide:**

**Department of Sociology**

Faculty of Philosophy

**Lecturer: Chief Assist. Prof. Rumyana Popova, PhD**, Department of Philosophy and Political Sciences

**E-mail:** [r.popova@swu.bg](mailto:r.popova@swu.bg)

**Weekly hours:** 2 l.

**Type of exam:** written

**Annotation:**

The academic discipline "European Integration Policies" aims to familiarize students with the processes of European integration, the key policies of the European Union, and their impact on member states and partner countries.

**Content of the course:**

- To present the origin and development of the EU, and to examine its institutional structure and functioning.

- To present the main models of integration in the spheres of education, training, and youth.
- To reveal and substantiate the interconnection between democracy, justice, and human rights.
- To analyze the key aspects of the EU's Regional Policy, the EU's Common Agricultural Policy, and food safety policies in the EU, as well as their impact on economic development, social cohesion, and sustainable resource management.
- To clarify the specifics of EU policies in the spheres of energy, healthcare, employment, and social affairs.
- To present the principles, characteristics, and role of the single internal market, the EU's Common Commercial Policy, and the customs union.
- To clarify the specificity and significance of cultural heritage and diversity in Europe.
- To examine and discuss the main characteristics and specifics of foreign policy and security policy, as well as the EU's role in humanitarian aid and civil protection.
- To analyze the role and specifics of EU policies in the field of scientific research and innovation, as well as their role in economic growth, competitiveness, and sustainable development.
- To present the current challenges to environmental policies and sustainable development in the EU.

**Teaching and assessment method:**

The exam is a written one based on a topic from the syllabus or the development of a course paper.

## **MARKETING AND ADVERTISING**

**ECTS credits:** 5

**Weekly hours:** 2 l.

**Assessment:** exam

**Type of exam:** written

**Methodical guide:**

**Department of Sociology**

Faculty of Philosophy

**Lecturer:** Prof. Valentina Milenkova, DSc., Department of Sociology

**E-mail:** [vmilenkova@swu.bg](mailto:vmilenkova@swu.bg)

**Annotation:**

This course includes two content modules, reflected in its name, namely: 1 / Social research of advertising 2 / Research of marketing. Advertising and marketing are studied in various disciplines: economics, management, psychology, sociology. In this course, a distinction is made between the scope developed by the different fields relevant to the topic and a special place is given to sociological research. An essential part of the course is the emphasis on the nature of the social phenomena "marketing" and "advertising", and during the course specifying different "concepts", "models" clarify each relevant phenomena' precise nature.

The discipline training includes the study of basic facts, views and ideas in mastering the social analysis of advertising and marketing; engages the participation of students in the perception of research on the issues in their complexity; stimulates the understanding of the sociological aspects of advertising and marketing.

Sociology of advertising and marketing studies the impact on consumers' consciousness and behaviour; what are their market strategies, the preferences that are

manifested; is there any pattern in these preferences; the phenomenon of "store loyalty", "brand loyalty", etc. is studied.

A particular part of the course is occupied by the practical classes related to course work development on a specific topic and researching advertisements in the press and their analysis. Different variants of preparation of marketing research on a certain topic are played.

**Content of the course:**

- to clarify the basic concepts, categories and theories in marketing and advertising as social phenomena;
- to reach a clear understanding of the nature and features of the main research methods and procedures in their study;
- to acquire practical skills for conducting marketing research and advertising research.

**Teaching and assessment method:**

The course's assessment is formed at the end of the semester course of study by assessing the answers of students to a written question.

## **SOCIAL AND OCCUPATIONAL PSYCHOLOGY**

**ECTS credits:** 5

**Weekly hours:** 2 l.

**Assessment:** exam

**Type of exam:** written

**Methodical guide:**

**Department of Sociology**

Faculty of Philosophy

**Lecturer:** Assoc. Prof. Natasha Angelova, PhD, Department of Psychology

**E-mail:** [natasha\\_v@swu.bg](mailto:natasha_v@swu.bg)

**Annotation:**

The course aims to introduce students with basic concepts in social psychology and typological features of the individual's social behaviour. The course reveals the relationship between social behaviour and the work activity of the individual. Emphasis is placed on such phenomena as motives for social action, social roles, social status, social attitudes, personal prejudices, social perceptions, social obedience. The types of social behaviour are considered - prosocial, antisocial, conformist, conflict and aggressive. A connection between the individual and the group behaviour is sought, the two forms of communication are substantiated: verbal and non-verbal, their communicative, interactive and perceptual side. The labour relations - the professional activity and the career development of the personality are considered.

**Content of the course:**

- Introduction to the basic concepts in the field of social development of the individual
- Acquisition of knowledge about the social behaviour of the individual and the relationships between people;
- Mastering the skills for analysis of people's work behaviour through their social activity;
- Formation of skills for revealing the interpersonal relations in the labour collectives.

**Teaching and assessment method:**

Introduction to scientific literature

Current assessment: / test; course work /

Written exam.

## MANAGEMENT, SCIENCE, TECHNOLOGY

**ECTS credits: 3**

**Assessment:** exam

**Methodical guide:**

**Department of Sociology**

Faculty of Philosophy

**Lecturer: Assoc. Prof. Mario Marinov, PhD**, Department of Sociology

**E-mail:** [mario\\_marinov@swu.bg](mailto:mario_marinov@swu.bg)

**Weekly hours: 2 1**

**Type of exam:** written

### **Annotation:**

The discipline "Management, Science, Technology" is an entry into interrelated areas that permanently affect all management processes in society. The lecture course focuses on the relationship between these three areas and their reflections on the individual, institutional entities.

The course reveals both the individual dimensions of science, management and technology and their interdependence and influence on all other social processes.

The prerequisites for studying the discipline are related to obtaining general management knowledge and skills and their application in public communications, social regulation, planning, science and technology.

### **Content of the course:**

Presentation of the existing dimensions of management processes and their foundations

Discovering the essence and role of science in management.

Derivation of the role of communication and information technologies and management approaches presentation of effective management approaches based on technological innovations.

### **Teaching and assessment method:**

Student activity during the course (report, developing a plan)

Current assessment: / test; coursework /

Written exam.

## ENTREPRENEURSHIP

**ECTS credits: 3**

**Assessment:** exam

**Methodical guide:**

**Department of Sociology**

Faculty of Philosophy

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

**E-mail:** [vvasileva@swu.bg](mailto:vvasileva@swu.bg)

**Weekly hours: 2 1.**

**Type of exam:** written

### **Annotation:**

The lecture course aims to reveal the nature, content, management and organization of entrepreneurial business in a market economy. The course "Entrepreneurship" aims for students to gain in-depth knowledge of entrepreneurship's theoretical and practical problems and get acquainted with the main approaches to its implementation in current conditions. The main tasks to be solved in the implementation of

the curriculum is:

- Acquisition of knowledge about the theoretical foundations and the development of the economic theory of entrepreneurship.

- Acquisition of knowledge about the nature and characteristics of entrepreneurship, its role in solving socio-economic problems and the necessary economic conditions and institutional prerequisites for its development.

- Introduction to the problems and approaches in the organization and management of the entrepreneurial business.

**Content of the course:**

The economic theory of entrepreneurship. Definition of entrepreneurship.

Essential characteristics of entrepreneurs and entrepreneurship. The role of entrepreneurship in socio-economic development. Economic conditions for the development of entrepreneurship. Entrepreneurship in small business - nature and features. Entrepreneurship incorporates business - a characteristic. Development of entrepreneurship and small and medium business in the Republic of Bulgaria. State policy for support of entrepreneurship and small and medium business. Basic entrepreneurial decisions. Innovation in entrepreneurship - essence and significance. Entrepreneurial strategies - types, content and areas of application. Entrepreneurial associations - nature, meaning, organization and management. Information support of the entrepreneurial activity.

**Teaching and assessment method:**

1. Student activity during the course (report, case analysis);
2. Test result conducted in the middle of the semester (current assessment);
3. Paper on previously mentioned literature.

## PUBLIC COMMUNICATIONS

**ECTS credits:** 3

**Assessment:** exam

**Methodical guide:**

**Department of Sociology**

Faculty of Philosophy

**Lecturer: Prof. Dobrinka Peicheva, DSc.**

**E-mail:** [peichevad@swu.bg](mailto:peichevad@swu.bg)

**Weekly hours:** 2 l.

**Type of exam:** written

**Annotation:**

The course is a revelation of the modern dimensions of communications related to organisations. Every organisation presents itself as successful only if it has good contacts with other organisations, with the media and society. Various concepts, models, and modern forms of the organisations' functioning, marketing, and creation of the public image are presented. Special attention is paid to the theories of media impact concerning the impact on target audiences. Manipulative techniques and approaches are a particular object of attention, as their study and application would contribute in specific cases to organisations' successful positioning.

A series of studies conducted at home and abroad of successful communication agencies and effective public communications techniques are followed.

**Content of the course:**

- Introducing students to modern concepts in the scientific field;
- Presentation of classical and contemporary theories of public communications;
- Approbation of successful techniques and strategies for public communication activities;
- Analysis of successful practices of agencies in the field of public communications.

**Teaching and assessment method:**

Student activity during the course (report, case analysis);

Test result conducted in the middle of the semester (current assessment);



Paper on previously mentioned literature.

## **PUBLIC RELATIONS MANAGEMENT**

**ECTS credits:** 3

**Assessment:** exam

**Methodical guide:**

**Department of Sociology**

Faculty of Philosophy

**Lecturer:** adjunct **Prof. Dobrinka Peicheva, DSc.**

**E-mail:** [peichevad@swu.bg](mailto:peichevad@swu.bg)

**Weekly hours:** 2 l.

**Type of exam:** written

### **Annotation:**

The Public Relations Management course, known in university programs and communication management, is a contemporary view of the management functions of directors and heads of communications departments in organizational units. It is planned to study theoretical models and effective management practices for dealing with organizations in different communication situations. The communication manager is considered not only as an information representative but also as a coordinator and solver of situational managerial problems. The resources of horizontal and vertical communications are presented as a foundation for successful communication management. Different communication models of process and event management, crisis phenomena, conflict resolution and prevention are presented. A series of studies conducted at home and abroad on successful management communication practices are followed.

### **Content of the course:**

- - Introducing students to modern concepts in communication management;
- - Presentation of classical and contemporary theories for management of public communications;
- - Approbation of successful techniques and strategies for management practices enabling public communication activities;
- - Analysis of successful practices of agencies in the field of communication problems management.

### **Teaching and assessment method:**

Student activity during the course (report, case analysis);

Test result conducted in the middle of the semester (current assessment);

Paper on previously mentioned literature.

## **ELECTIVE COURSES**

### **MANAGEMENT OF LABOUR RESOURCES**

**ECTS credits:** 5

**Assessment:** exam

**Methodical guide:**

**Department of Sociology**

Faculty of Philosophy

**Lecturer:** **Prof. Dobrinka Peicheva, DSc.**

**E-mail:** [peichevad@swu.bg](mailto:peichevad@swu.bg)

**Weekly hours:** 2 l.

**Type of exam:** written

### **Annotation:**



In today's conditions of dynamic changes for any organisation's success, it plays a significant role in the good management of human resources. The science of human resources management develops and offers in practice concepts, methods, and tools to contribute to achieving a sustainable competitive advantage for organisations and benefits for their employees. The course "Management of Labour Resource" is designed to train sociologists in the field of management, administration and economics. The course's subject is the relationships, interaction, and impact on human resources to achieve the organisation's goals by activating, developing, and effectively using its potential. For the students' successful mastering of the problems in the discipline, a combination of theoretical knowledge and practically applicable techniques has been sought. The topics are oriented towards proven knowledge and skills in the field of sociology of labour and are structured in a logical sequence.

**Content of the course:**

- Introduction and introduction to the issues under consideration
- Ability to analyze the impact of management on the social structure
- Disclosure of the social functions of management in industrial society
- Mastering and structuring the problem related to the positions
- Discovering new social planning functions
- application of practical sociological selection techniques
- Awareness of value attitudes in the management of human resources
- Building a comprehensive conceptual model of remuneration.

**Teaching and assessment method:**

- Student activity during the course (report, developing a plan)
- 1. Current assessment: / test; course work /
- 2. Written exam.

**METHODS OF EXPERT ASSESSMENT IN MANAGEMENT**

**ECTS credits: 5**

**Weekly hours: 2 l.**

**Assessment: exam**

**Type of exam: written**

**Methodical guide:**

**Department of Sociology**

Faculty of Philosophy

**Lecturer: Assoc. Prof. Mario Marinov, PhD, Department of Sociology**

**E-mail: [mario\\_marinov@swu.bg](mailto:mario_marinov@swu.bg)**

**Annotation:**

A prerequisite for applying the expert assessment method is the need to use expert opinions in the study of social events and processes. This need is objectively imposed in the conditions of limited information, sometimes obtained from quantitative research or when the other qualitative methods cannot satisfy the required specialization for receiving data and information. Expert assessment enables experts in the relevant field to provide information that cannot be obtained in any other way, i.e. for in-depth coverage of professionals' phenomena. The basis of the application of the method of expert evaluation is the assumption that the experts have specialized but extensive on the topic, knowledge and specialized insight in the field to which they belong or can be experts in the practical field of the problem and illuminate the problem from its functional part. The method allows, although with a relatively small number of experts (in a given field, there may be ten experts) to assess with sufficient reliability the specificity and importance of a social problem, the prospects for its development and management, to predict its evolution over time. Propose an appropriate choice of the alternative, propose the operationalization of research procedures, etc. Students

will be introduced to the course in research procedures and content analysis, which assumes expertise in the coding of observed phenomena.

**Content of the course:**

- Emergence and development of expert evaluation in the study of social phenomena requiring specialized opinions. Presentation of the theoretical bases of the expert assessment and the reliability of the obtained data.

- Defining the main tasks in expertise and considering situations for the application of expert methods. Consideration of basic rules and requirements for the design of expert questionnaires (maps) and obtaining expert answers and the Codebook for specialized content-analytical coding.

- Presentation of various forms of organization of expert evaluation (types of expert techniques and ways of coding), applying criteria for selection of experts and coders, and assessing their work by experts. Formation of thematic expert groups.

- Application of analytical methods for processing expert assessments (opinions) and codebooks. Presentation and consideration of a complete methodology for processing the data from the conducted evaluations. Presentation of a sample sociological research using the method of expert assessment and content analysis for research on topics requiring specialized opinions and knowledge.

**Teaching and assessment method:**

The student's activity during the course (case analysis);

Result of a project for a planned expert method, conducted in the middle of the semester (current assessment);

Attempt for analysis on a pilot study.

## SOCIAL NORMS AND DEVIATIONS

**ECTS credits:** 3

**Assessment:** exam

**Methodical guide:**

**Department of Sociology**

Faculty of Philosophy

**Lecturer:** Chief Assist. Prof. Dilyana Keranova, PhD, Department of Sociology

**E-mail:** [dkeranova@swu.bg](mailto:dkeranova@swu.bg)

**Weekly hours:** 2 l.

**Type of exam:** written

**Annotation:**

The course "Social norms and deviations" is a "look" at various aspects of deviant behavior, social exclusion and social integration of individuals. It is elective course and it is intended for students from the master's program: "Social Management and Public Communications" - specialists (II semester) and non-specialists (IV semester).

This course examines fundamental concepts related to deviant behavior, the processes of socialization and resocialization of the individual. It explores the essence and functions of social norms and values as social regulators. In addition, it also emphasizes the processes of stigmatization, social exclusion and discrimination, violence, social integration, tolerance, dimensions of recognition and others.

The aim of the course is to build and expand students' knowledge in the field of the sociological approach to the explanation of deviant behavior, forms of exclusion and models of social integration, as well as to promote a research attitude towards the dynamically changing social reality in the context of the studied issues and sociology of management.

**Content of the course:**

The content of the course aims to develop the knowledge, skills and competencies regarding: basic theoretical concepts in the field of sociology of deviant behavior, function of social norms and values, recognition of stereotypes, dimensions of discrimination, social exclusion, violence, solidarity and social integration; about the nature of conflict and approaches to its management in an organizational environment.

**Teaching and assessment method:**

The course consists of lectures and independent extracurricular work of students. The selection of teaching methods and tools is relevant to the content of the topics. It includes traditional methods such as lecture and discussion, visual materials in the form of PowerPoint presentations, videos, research and other materials, and interactive teaching methods that stimulate active participation. The use of interactive methods stimulates the active participation of students who, based on their experience, will create connections between events and objects, and integrate the new knowledge embedded in the learning content.

The evaluation of the course is formed on the basis of the results of current assessment and the evaluation of the written exam.

**ECONOMIC SOCIOLOGY: PROBLEMS AND PERSPECTIVES**

**ECTS credits: 3**

**Assessment:** exam

**Methodical guide:**

**Department of Sociology**

Faculty of Philosophy

**Lecturer: Prof. Valentina Milenkova, DSc, Department of Sociology**

**E-mail:** [vmilenkova@swu.bg](mailto:vmilenkova@swu.bg)

**Weekly hours: 2 l.**

**Type of exam:** written

**Annotation:**

The lecture course examines the main problems of economic sociology. Emphasis is placed on economic sociology's current issues and the sociological analysis of economic phenomena and processes.

The discipline training includes the study of the connections and dependencies between economics and sociology in retrospect and modern terms. The classical and contemporary dimensions of various economic organizations and their role in public life are considered. A special place is given to the role of innovation and competition. Processes such as unemployment, unpaid labour, grey economy are monitored. The importance of values and family origin in economic terms and business development is revealed.

Various empirical studies in labour, occupations, trade unions, the unemployed and the employed are followed. The connection between the economy and other sectors of society - politics, education, culture, science, the mutual influence between different phenomena and processes, and the approaches in their analysis are considered.

**Content of the course:**

- Introduction to the basic concepts in the field of economics, business, management;
- Acquisition of knowledge about the theoretical foundations of economic organizations and theories of organizational behaviour, organizational culture;
- Introducing students to various examples of professional communities as well as their development and changes over time;
- - Building knowledge and skills to study the trends, patterns, features and patterns in the development of institutional processes and phenomena;
- Formation of knowledge for the development of analyzes of economic phenomena in modern societies and in particular of Bulgarian society;

- Development of skills for analysis and assessment of the state of social systems and environmental factors influence.

**Teaching and assessment method:**

Student activity during the course (report, developing a plan)

Current assessment: / test; coursework /

Written exam.