



Caucasus University
Caucasus School of Media



Program Title	Journalism and Mass Communication
Level of the higher education	Bachelor
Type of the educational program	Academic
Language of Instruction	Georgian
Qualification to be awarded, code	0321
In English: In Georgian:	Bachelor of Journalism ჟურნალისტიკის ბაკალავრი
Program Approval Date	14.11.2006, order N45
Program Update Date	29.04.2026, order N01/01-28
Head and Staff	Nino Zhizhilashvili , Affiliated Professor
Program volume in credits	180 ECTS

The Bachelor's Degree Program in Journalism and Mass Communication includes 180 ECTS credits.

- I year - 60 credits
- II year - 60 credits
- III year - 60 credits.

Therefore, the standard duration of the program is 3 academic years, and the permissible term is 5 academic years. The academic year is built on a semester basis and includes the first (autumn) and second (spring) semesters. Each semester includes 30 credits. The student should take into account the fact that he is not entitled to earn more than 75 ECTS credits during one academic year.

1 ECTS credit is equal to 25 hours, which includes both the student's contact load (lecture, seminar, exam, etc.), as well as the time allocated for his independent work.

The 180 ECTS credits are distributed as follows:

- Mandatory Major Courses - 21 ECTS credits
- Major Elective Courses - 25 ECTS credits (15 ECTS for students starting General English at the B1.0 level)
- Free Mandatory Courses - 34 ECTS credits (44 ECTS for students starting General English at the B1.0 level)
- Free Elective Courses - Free Credits 20 ECTS, as maximum.

The sequence of subjects in the modules serves to achieve the goals set by the program and to develop deep knowledge, effective practical skills, autonomy and responsibility in the field by the student.

Precondition for enrolling in the program	
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A person with a full general education has the right to study in the Bachelor's degree program in Journalism and Mass Communication at Caucasus School of Media.

A prerequisite for admission to the undergraduate education program is the successful passing of the Unified National Exams. The Unified National Examinations shall be conducted by the Legal Entity under Public Law – the National Examinations Center. An exception to the general rule of enrollment in a higher education institution shall be allowed only in the case established by law.

Enrollment in the Bachelor's degree program in Journalism and Mass Communication through mobility is possible in accordance with the procedure established by the legislation of Georgia.

PROGRAM QUALIFICATION DISCRIPTION

Program Objectives

Programme Context

Media operating in accordance with high professional standards plays a vital role in the political, economic, social and cultural development of democratic societies. It:

- ✓ provides citizens with accurate and reliable information essential for informed decision-making;
- ✓ promotes transparency and accountability by monitoring those in positions of power and exposing the abuse of authority;
- ✓ explains complex political, economic, institutional, and international developments in a clear and accessible manner, enabling citizens to better understand the processes shaping society;
- ✓ encourages informed public debate by presenting diverse perspectives on issues of public interest and societal importance.
- ✓ In response to these challenges and responsibilities, the programme aims to prepare graduates who will:

Programme Objective 1

Demonstrate a comprehensive understanding of the responsibilities and ethical obligations of journalists in a democratic society, recognize the role and influence of the media in different contexts and understand their own role as media professionals.

Programme Objective 2

Develop critical thinking, analytical reasoning and the ability to formulate well-founded opinions; demonstrate effective listening and discussion skills; and acquire advanced written, verbal and audiovisual communication skills in both Georgian and English.

Programme Objective 3

Work in accordance with the highest professional standards and the principles of journalistic ethics.

Programme Objective 4

Acquire comprehensive knowledge and practical skills required to work across a wide range of media platforms and formats, including broadcast, online, print, photo, audio, vide, and digital media. Graduates will be able to adapt to rapidly changing media environments and pursue careers as news reporters, video journalists, digital journalists, producers of multimedia and digital media projects, and other media professionals.

Programme Objective 5

Develop the knowledge and skills required to work in media-related fields, including public relations, marketing communication and media research.

Program Learning Outcomes

The Bachelor's Programme in Journalism and Mass Communication prepares broadly qualified professionals who, upon completion of the programme, demonstrate the knowledge,

	skills, responsibility and autonomy consistent with the programme objectives. Specifically, graduates will be able to: Learning Outcome 1 Demonstrate an understanding of the importance of freedom of expression, the civic and social role of journalism in a democratic society and the responsibilities associated with the journalism profession. Learning Outcome 2 Identify and explain the influence of various media and communication channels on public opinion formation; demonstrate an understanding of the importance of professionalism, integrity, responsibility and independence in journalism; and apply democratic and liberal values with a high level of professional responsibility in journalistic practice. Learning Outcome 3 Critically review, interpret, analyse and synthesise historical periods, philosophical ideas, literary and journalistic works and their broader contexts in both written and oral forms. Demonstrate the ability to engage in reasoned discussion, present well-supported arguments and draw evidence-based conclusions. Apply fundamental knowledge of sociology and economics and present academic and professional work effectively in both Georgian and English using contemporary technologies. Learning Outcome 4 Explain and justify the principles of journalistic standards and professional ethics. Produce high-quality journalistic coverage of political, economic, legal, social and public affairs while consistently adhering to professional and ethical standards. Learning Outcome 5 Conduct efficient information gathering and research using appropriate equipment and contemporary technologies; identify and prioritise newsworthy issues; collect, organise, analyse, and contextualise information; prepare, record and edit interviews; communicate information effectively in formats appropriate for different audiences and media platforms; manage and analyse data efficiently; and conduct journalistic investigations. Learning Outcome 6 Adapt effectively to competitive, multidisciplinary and multicultural professional environments in accordance with contemporary media industry standards. Plan and manage the production of media content both independently and collaboratively, administer media projects, and demonstrate the ability to pursue continuous professional development and lifelong learning.
Fields of Employment	Graduates of the programme are prepared for careers in: ➤ Local and international media organizations, including digital, broadcast, print and multimedia news outlets; ➤ Media, communication, marketing, advertising and content production agencies; ➤ Independent production companies and media research organizations; ➤ Public institutions, international organizations and non-governmental organizations; ➤ Public relations, corporate communication and media relations departments across the public and private sectors.
Education Pursuit Opportunities	A graduate of a bachelor's program in Journalism and Mass Communication has the right to continue his/her education at a master's program, in accordance with the rules established by law.

Curriculum of the Bachelor's Program in Journalism and Mass Communication
(indicating modules, training courses, relevant credits)

№	Code	Prerequisite	Course/Module	Academic Year						Total ECTS credits
				I		II		III		
				ECTS Credits						
				I semester	II semester	III semester	IV semester	V semester	VI semester	
Mandatory Major Courses: total 121 ECTS										
1.	MCOM 1232.31	Not required	Mass Communication	5						
2.	LIT 1130.31	Not required	History of Publicistic Writing	5						
3.	GEO 1235.31	Not required	Georgian Orthography and Orthoepey	5						
4.	CIS 1230.31	Not required	Information Technologies	5						
5.	JOUR 1233.31	Not required	News Writing		6					
6.	JOUR 2235.31	Not required	Web Design and Data Visualisation		5					
7.	MCOM 1230.31	Not required	Professional Ethics and Self-regulation		5					
8.	JOUR 2131.31	MCOM 1230.31	Photo Journalism			5				
9.	CIS 2131.31	MCOM 1230.31	Video Production			5				
10.	PSYC 2133.31	Not required	Communication Psychology			5				
11.	ENGP 0130.31	ENGL 0008.31	PT Professional English Target Language			5		5		
12.	JOUR 4135.31	JOUR 2131.31 CIS 2131.31	Digital Storytelling				5			
13.	JOUR 3133.31	JOUR 1233.31	Deep Reporting				6			

		MCOM 1230.31 GEO 1235.31								
14.	MCOM 3130.31	MCOM 1230.31	Media Law				5			
15.	STAT 2431.31	CIS 1230.31	Statistical Reasoning				4			
16.	JOUR 3233.31	JOUR 1233.31 MCOM 1230.31 JOUR 2235.31	Investigative Reporting and Data Analysis					5		
17.	JOUR 3234.31	JOUR 1233.31 MCOM 1230.31 CIS 2131.31	Broadcast Reporting					6		
18.	MARK 3231.31	Not required	Marketing Communication					4		
19.	PR 3135.31	Not required	PR Strategies and Tactics					5		
20.	SOCI 3230.31	ACAW 1132.31	Media Research Methods						5	
21.	JOUR 4033.31	JOUR 1233.31 STAT 2431.31 ECON 0008.31	Economic and Business Reporting						5	
22.	MLAB 4230.31 - JOUR 4035.31 - JOUR 4032.31 - JOUR 4036.31	MCOM 1230.31 JOUR 2235.31 JOUR 3133.31 JOUR 3234.31 JOUR 4135.31	Media Lab The module covers the entire news production workflow and includes the following areas: - Political Reporting - Conflict and Crisis Reporting - Media Management and News Production						15	
Elective Courses from the free Component: total 25 ECTS (15 ECTS for those who starts English Language from B1.0)										
23.	JOUR 4233.31	JOUR 1233.31 MCOM 1230.31	Media and Environment			5				
24.	CULT 4131.31	Not required	Intercultural Communication			5				
25.	JOUR 3036.31	Not required	Media Manipulations and Critical Thinking			5				
26.	ADV 3131.31	Not required	Creative Writing			5				
27.	WRIT 2231.31	JOUR 1233.31 MCOM 1230.31	Reporting Cultural Affairs			5				
28.	JOUR 4037.31	MARK 3231.31	Advertisement						5	
29.	JOUR 4133.31	ENGP 0130.31 JOUR 3133.31	Reporting in English					5		

		JOUR 3234.31							
30.	JOUR 3230.31	STAT 2431.31	Data and Coding					5	
31.	JOUR 4034.31	CIS 2131.31	Film Documentary					5	
32.	JOUR 4033.31	Not required	Project Managment					5	
33.	HIST 4030.31	Not required	Georgian-Russian Relations			5			
34.	LIT 2130.31	Not required	Great Books			5			
35.	LIT 4030.31	Not required	Modern Lirture					5	
36.	JRMA 0003.31	Not required	Field Work				5		
37.	FREE 0031.31	Not required	Free Credit 1			5			
38.	FREE 0032.31	Not required	Free Credit 2			5			
39.	FREE 0033.31	Not required	Free Credit 3					5	
40.	FREE 0034.31	Not required	Free Credit 4					5	
General university courses (mandatory): total 34 ECTS (44 ECTS for those who start English from B1.0)									
41.	HIST 1030.31	Not required	History of Georgia	5					
42.	ACAW 1132.31	Not required	Academic Writing		4				
43.	PHIL 1030.31	Not required	Foundations of Modern Thoughts		5				
44.	SOCI 2131.31	Not required	Sociology			5			
45.	ECON 0008.31	Not required	Economics					5	
46.	ENGL 0005.31	Not required	General English B1.0	5					
47.	ENGL 0006.31	ENGL 0005.31	General English B1		5				
48.	ENGL 0007.31	ENGL 0006.31	General English B2.0	5		5			
49.	ENGL 0008.31	ENGL 0007.31	General English B2		5		5		
ECTS Credits			Per Semester	30	30	30	30	30	30
			Per Academic Year	60		60		60	
180									
Notes: If an elective course or activity is offered in more than one semester of an academic year, students may choose to enroll in any of the designated semesters, provided that all prerequisite requirements have been met.									
Media Lab Module Media Lan Medula is a mandatory 15 ECTS module offered in the second semester of the third academic year. The module consists of three integrated courses: - Political Reporting - Conflict and Crisis Reporting - Media Management and News Producing									

The purpose of the Media Lab is to consolidate, strengthen, and further develop the theoretical knowledge, practical skills, autonomy and professional responsibility that students have acquired during the first five semesters of the Bachelor's Programme in Journalism and Mass Communication. As the programme's capstone module, the Media Lab provides students with an intensive, practice-oriented learning experience in a newsroom environment that closely simulates professional media practice. Working individually and in teams, students produce multimedia journalistic content while applying professional standards and workflows. The module concludes with a capstone project, which is presented and publicly defended. The module is delivered by a team of academic staff and industry professionals.

Free Elective Credit System

To support students' individual academic interests and strengthen their engagement with the media industry, the Caucasus School of Media offers flexibility in completing the 180 ECTS credits required for graduation. Students may:

- Complete courses offered by other schools of Caucasus University or by partner universities through international exchange programmes, in place of programme elective courses, provided that all prerequisite requirements are met (up to 20 ECTS credits);
- Complete a Field Internship as an elective course in an organization of their choice (up to 5 ECTS credits).

The Field Internship may be completed once during the fourth, fifth, or sixth semester, either during the academic semester or over the summer. Students may also complete their internship within various structural units of Caucasus University or by participating in student media platforms, practical projects, or research initiatives of the Caucasus School of Media, provided that the internship is directly related to their field of study.