



CAUCASUS UNIVERSITY
CAUCASUS SCHOOL OF MEDIA



Name of the Educational Program	სტრატეგიული კომუნიკაცია
Name of the Educational Program in English	Strategic Communication
Level of Higher Academic Education	Master's
Type of Educational Program	Academic
Language of Instruction	Georgian (ქართული)
Code of the Qualification to Be Awarded	0414
Qualification to Be Awarded in Georgian	ნაწილი I: საზოგადოებასთან ურთიერთობის მაგისტრი ნაწილი II: კვლევის მაგისტრი საზოგადოებასთან ურთიერთობაში
Qualification to Be Awarded in English	Part I: Master in Public Relations Part II: Master of Research in Public Relations
Date of Program Approval	07.08.2009, Order N01/05-111
Dates of Program Updates	22.06.2026, Order N01/01-56 11.12.2024, Order N01/01-86 08.04.2022, Order N01/01-15 02.07.2021, Order N01/01-44 14.04.2020, Order N 01/01-22 19.02.2019, Order N 01/01-30 25.01.2014, Order N01/01-18 27.09.2012, Order N01/01-24
Program Director and Co-Director	Program Director: Giorgi Jologua, Affiliated Associate Professor Co-Director: Irine Kurtanidze, Affiliated Associate Professor
Program Volume in ECTS Credits	

The Master's Program in Strategic Communication normally takes a total of two academic years to complete. The program consists of two parts, each lasting one academic year:

- **Part I – 60 ECTS credits**
- **Part II – 60 ECTS credits**

The academic year is organized on a semester basis and consists of the first, or fall, semester and the second, or spring, semester. Each semester comprises 30 ECTS credits. Students should note that they may not earn more than 75 ECTS credits during a single academic year.

One ECTS credit is equivalent to 25 hours of student workload, including both contact hours, such as lectures, seminars, examinations, and other academic activities, and time allocated for independent study.

The standard duration of Part I of the Master's Program in Strategic Communication is one year, and the maximum permitted period for completing it is also one year. The standard duration of Part II is one year, while the maximum permitted period for completing it is two years.

Any period during which a student's status is suspended is not included in the maximum permitted duration of study. A student who is unable to complete the program within the standard period may continue studying during the additional period permitted under the program. If the student fails to complete the program within the maximum permitted period, their student status will be terminated, and the Department of Registry and Records Management will issue them an academic transcript.

Components of the Master's Program in Strategic Communication

Compulsory Component	
I Year 50 ECTS	II Year 20 ECTS
- Academic Writing - Psychology of Communication - Marketing Strategies - Strategic Communication - Digital Communication - Brand Development and Management - Corporate Social Responsibility and Organizational Communication - Management Strategies and Project Management -	- Qualitative Research Methods - Quantitative Research Methods - Research Design in Strategic Communication

Compulsory Research Module	
II Academic Year	
30 ECTS	
- Preparation and Defense of the Master's Thesis	
Elective Component	
I Year 10 ECTS	II Year 10 ECTS
- Visual Communication - Data Analysis and Visualization - Advertising Theory and Practice - Political Communication - Intercultural Communication - Event Planning and Management - Field Practicum - Free Credit 1 -	- Crisis Communication Management - Information Operations and Strategic Communication - Programming Languages in Communication - Sociological Research - Free Credit 2
Course Prerequisite	

Admission Requirements for Part I

Admission to Part I of the Master's Program in Strategic Communication at the Caucasus School of Media is subject to the following requirements:

- a bachelor's degree;
- results of the Unified Master's Examination;
- submission of a document certifying English language proficiency at the B2 level, or successful completion of an English language examination administered by the University;
- successful completion of an internal admissions interview in the field of specialization before a commission.

The Unified Master's Examination is administered by the Legal Entity of Public Law – the National Assessment and Examinations Center.

Exceptions to the general rules governing admission to higher education institutions are permitted only in cases provided for by law.

The internal university examination, conducted in the form of an interview, is administered in accordance with the procedure established by the Council of the Caucasus School of Media. The assessment criteria for the internal examination and all information required for admission to the program are published in advance on the University's website.

Admission to the program through student mobility is possible in accordance with the procedures established by applicable legislation and the University's internal regulations.

Part II

Admission to Part II of the Master's Program is subject to the following requirements:

- successful completion of Part I of the program.

Upon completing Part I, a student may continue to Part II, comprising 60 ECTS credits, without retaking the Unified Master's Examination, provided that no more than five years have elapsed since their admission to Part I.

Once this five-year period has expired, the applicant must pass the Unified Master's Examination in order to enroll in Part II of the program.

A person who has completed the 60-credit first part of an equivalent master's program comprising at least 120 ECTS credits at another higher education institution must pass the Unified Master's Examination in order to enroll in Part II of this program.

Applicants must also:

- submit a document certifying English language proficiency at the B2 level or successfully complete an English language examination administered by the University;

- successfully complete an interview with the Master's Admissions Commission of the Caucasus School of Media.

Admission to the program through student mobility is possible in accordance with the procedures established by applicable legislation and the University's internal regulations.

Program Qualification Profile

Program Objective

Strategic communication has emerged as a major functional field in contemporary society, business, public administration, and the civil sector. The rapid growth of digital technologies, social media, and data-driven decision-making has significantly increased demand for professionals capable of planning, managing, evaluating, and developing communication processes. At the same time, the field's continuing transformation has created a need for academic research examining the impact of communication on society, organizations, and individuals.

In response to these demands, the Master's Program in Strategic Communication at the Caucasus School of Media combines practical and research-oriented components. Part I focuses on the development of professional skills and prepares students for work in public relations, corporate communication, digital communication, branding, crisis communication, and other applied areas. Part II offers students the opportunity to study communication processes, trends, and challenges from an academic perspective, master research methods, and develop analytical thinking.

As a result, the program prepares both practitioners and professionals capable of conducting research and analytical work in the field of strategic communication.

Part I

Objective 1: To provide graduates with theoretical, systematic, and in-depth knowledge of strategic communication.

Objective 2: To equip graduates with the practical skills required to work in the field of strategic communication, enabling them to develop, implement, and monitor strategic communication documents based on their knowledge of integrated marketing communications, media relations, digital media, advertising, and management.

Objective 3: To develop graduates' managerial and leadership skills, enabling them to lead teams, adapt rapidly to developments in the field, and introduce and develop creative ideas.

Objective 4: To ensure that graduates understand the obligations and responsibilities they have toward society in light of the challenges facing the field and recognize their role as strategic communication professionals in the

	development of a democratic society. Part II Objective 1: To provide graduates with theoretical, systematic, and in-depth knowledge of strategic communication. Objective 2: To ensure that graduates understand the obligations and responsibilities they have toward society in light of the challenges facing the field and recognize their role as strategic communication professionals in the development of a democratic society. Objective 3: To equip graduates with theoretical knowledge and practical skills in conducting research and analyzing research findings.
Program Learning Outcomes	The program prepares broadly qualified professionals who, upon completion, will possess the knowledge, skills, responsibility, and autonomy aligned with the program's objectives. Part I Learning Outcome 1: The graduate applies in-depth and systematic knowledge of strategic communication, recognizes the challenges facing the field, and rapidly understands and adopts innovations. Learning Outcome 2: The graduate develops the full range of competencies required of a communication professional, including the ability to produce relevant documents and deliver verbal and visual presentations to a high standard and in full compliance with the conventions of academic writing. Learning Outcome 3: The graduate plans, implements, and evaluates public relations campaigns in accordance with high professional standards. To achieve this, the graduate conducts comprehensive and in-depth analyses of the key characteristics of the communication field and applies knowledge and practical skills in media relations, marketing, digital media, and advertising across different sectors, including politics, business, and non-governmental organizations. Learning Outcome 4: The graduate develops the skills required of a manager working in the field, including the ability to lead and manage projects, make decisions promptly, and consider, develop, and implement innovative, original, and creative ideas. Learning Outcome 5: The graduate analyzes, embraces, and upholds the values and professional standards of strategic communication. Through their

	professional activities, the graduate promotes democratic values and contributes to the development of an open society. Part II Learning Outcome 1: The graduate applies in-depth and systematic knowledge of strategic communication, recognizes the challenges facing the field, and rapidly understands and adopts innovations. Learning Outcome 2: The graduate develops the full range of competencies required of a communication professional, including the ability to produce relevant documents and deliver verbal and visual presentations to a high standard and in full compliance with the conventions of academic writing. Learning Outcome 3: The graduate analyzes, embraces, and upholds the values and professional standards of strategic communication. Through their professional activities, the graduate promotes democratic values and contributes to the development of an open society. Learning Outcome 4: The graduate plans and conducts academic research using both quantitative and qualitative methods and applies this knowledge in practice. The graduate also analyzes the findings of research conducted by others and uses them in the development of strategic communication documents.
Fields of Employment	The knowledge, skills, autonomy, and responsibility acquired through the Master's Program in Strategic Communication prepare graduates to become highly competitive professionals in the labor market. Graduates may pursue employment in the following areas: Part I Graduates may work in strategic communication, public relations, marketing, and advertising within public, private, and international organizations, as well as political organizations, including in the following areas: • strategic communication and public relations; • marketing communication and the development, positioning, and management of brands; • digital communication and the strategic management of social media; • corporate communication, corporate social responsibility, and internal organizational communication; • advertising, integrated marketing communication, and the creative industries;

	• political communication; • consumer behavior, audience research, and the planning and management of communication campaigns based on knowledge of communication psychology. Part II Graduates may pursue careers in research and analytical roles within the field of communication, including: • research projects in strategic communication, marketing communication, public relations, and digital communication; • public opinion, media, audience, and communication effectiveness research using qualitative and quantitative methods; • think tanks, analytical organizations, and international research projects; • research and strategic planning units within public, private, non-governmental, and political organizations; • higher education institutions and research organizations as researchers or academic professionals.
Opportunities for Further Study	Part I The knowledge and competencies acquired during Part I provide students with a solid foundation for successfully continuing their studies in Part II of the program. Part II Graduates of the program are eligible to continue their studies at the next level of higher education—a doctoral program.

პროგრამის სასწავლო გეგმა
(მოდულების, სასწავლო კურსების, შესაბამისი კრედიტების მითითებით)

№	საგნის კოდი	წინაპირობა	საგანი\ მოდული	სწავლების წელი და ECTS კრედიტი			
				წაწილი I		წაწილი II	
				I სემესტრი	II სემესტრი	I სემესტრი	II სემესტრი
სავალდებულო კომპონენტი							
1.	PSYC 5131.11	არ აქვს	კომუნიკაციის ფსიქოლოგია	5			
2.	MARK 5230.11	არ აქვს	მარკეტინგული სტრატეგიები	7			
3.	PR 5132.11	არ აქვს	სტრატეგიული კომუნიკაცია	7			
4.	MARK 5231.11	არ აქვს	ციფრული კომუნიკაცია	6			
5.	MARK 5331.11	MARK 5230.11	ბრენდის შექმნა და მართვა		7		
6.	PR 5234.11	PR 5132.11	CSR და ორგანიზაციული კომუნიკაცია		6		
7.	MENG 5131.11	არ აქვს	მენეჯმენტის სტრატეგიები და პროექტების მართვა		7		
8.	GEO 5131.11	არ აქვს	აკადემიური წერა	5			
9.	MCOM 5135.21	არ აქვს	თვისებრივი კვლევის მეთოდები			7	
10.	QRME 5230.21	არ აქვს	რაოდენობრივი კვლევის მეთოდები			7	
11.	RESH 5232.21	არ აქვს	კვლევის დიზაინი სტრატეგიულ კომუნიკაციაში			6	
არჩევითი კომპონენტი							
12.	COMM 5231.11	არ აქვს	ვიზუალური კომუნიკაცია		5		
13.	DATA 5231.11	არ აქვს	მონაცემთა ანალიზი და ვიზუალიზაცია		5		
14.	ADV 5231.11	MARK 5230.11	რეკლამის თეორია და პრაქტიკა		5		

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				წელი I		წელი II	
				I სემესტრი	II სემესტრი	I სემესტრი	II სემესტრი
15.	PR 5133.11	PR 5132.11	პოლიტიკური კომუნიკაცია		5		
16.	MCOM 5333.11	არ აქვს	ინტერკულტურული კომუნიკაცია		5		
17.	PR 5235.11	არ აქვს	ღონისძიებების დაგეგმვა და მართვა		5		
18.	PR 5331.21	არ აქვს	კრიზისული კომუნიკაციის მართვა			5	
19.	STRC 5231.21	არ აქვს	საინფორმაციო ოპერაციები და სტრატ. კომუნიკაცია			5	
20.	MCOM 5233.21	არ აქვს	პროგრამული ენა კომუნიკაციაში			5	
21.	SOC 5237.21	არ აქვს	სოციოლოგიური კვლევები			5	
22.	JRMA 0003.11	არ აქვს	საველე პრაქტიკა		5		
23.	FREE 5130.11	არ აქვს	თავისუფალი კრედიტი 1		5		
24.	FREE 5131.21	არ აქვს	თავისუფალი კრედიტი 2			5	
კვლევის სავალდებულო კომპონენტი							
25.	MCOM 5136	პროგრამის II წლის I სემესტრის სავალდებულო საგნები სრულად	სამაგისტრო ნაშრომის შესრულება და დაცვა				30
ECTS კრედიტები			სემესტრში	30	30	30	30
			წელიწადში	60		60	
საგნების/მოდულების რაოდენობა წელიწადში				10 საგანი		5 საგანი და	

№	საგნის კოდი	წინაპირობა	საგანი\ მოდული	სწავლების წელი და ECTS კრედიტი			
				წელი I		წელი II	
				I სემესტრი	II სემესტრი	I სემესტრი	II სემესტრი
						სამაგისტრო წაშრომი	
თავისუფალი კრედიტების სისტემა:							
სტუდენტთა აკადემიური ინტერესის უფრო სრულად დაკმაყოფილების მიზნითა და პროფესიულ ინდუსტრიასთან კავშირის გასაძლიერებლად კავკასიის მედიის სკოლა სტუდენტს აძლევს შესაძლებლობას, რომ ისარგებლოს სტრატეგიული კომუნიკაციის სამაგისტრო საგანმანათლებლო პროგრამის თავისუფალი არჩევითი კომპონენტით: I სასწავლო წელს მაქსიმუმ 10 ECTS დააგროვოს - ან თავისუფალი (5 ECTS), ან საველე პრაქტიკის (5ECTS) ადების გზით; II სასწავლო წელს - მაქსიმუმ 5 ECTS თავისუფალი კრედიტის ადების გზით.							
➤ სტრატეგიული კომუნიკაციის სამაგისტრო პროგრამის ძირითადი სწავლის სფეროს არჩევითი სასწავლო კურსის ნაცვლად “თავისუფალ კრედიტად” გაიაროს მისთვის საინტერესო სასწავლო კურსი კავკასიის უნივერსიტეტის სხვა სკოლებში, ან პარტნიორ გაცვლითი პროგრამების ფარგლებში უცხოურ უნივერსიტეტებში: მაქსიმუმ 5 ECTS კრედიტი I აკადემიურ წელს, ასევე, მაქსიმუმ 5 ECTS კრედიტი II აკადემიურ წელს;							
სტრატეგიული კომუნიკაციის სამაგისტრო პროგრამის ძირითადი სწავლის სფეროს არჩევითი სასწავლო კურსის ნაცვლად I სასწავლო წელს აირჩიოს „საველე პრაქტიკა“ მისთვის საინტერესო პროფილურ ორგანიზაციასა თუ პროექტში - მაქსიმუმ 5 ECTS კრედიტი.							