



## Caucasus University

### Caucasus School of Media

<b>Name of Educational Programme</b>	PR (პიარი) და კომუნიკაცია
<b>Name of Educational Programme in English</b>	BA in PR and Communication
<b>Level of Higher Education</b>	Bachelor's Degree program
<b>Type of Educational Programme</b>	Academic
<b>Language of Instruction</b>	Georgian
<b>Awarded Qualification, Code</b>	
<b>In Georgian:</b>	სოციალური მეცნიერებების ბაკალავრი
<b>In English:</b>	BA of Social Sciences
<b>Date of Program Approval</b>	27.09.2014
<b>Date of Program Renewal</b>	03.06.2019
<b>Program Coordinator/Co-Coordinator</b>	Nata Asatiani, Coordinator Elene Zgarkava, Co-Coordinator

<b>Program Volume in Credits</b>	
<p>Bachelor's Degree Program in PR and Communication comprises 240 credits:</p> <ul style="list-style-type: none"> <li>➤ I Academic year - 60 ECTS credits</li> <li>➤ II Academic year - 60 ECTS credits</li> <li>➤ III Academic year - 60 ECTS credits</li> <li>➤ IV Academic year - 60 ECTS credits</li> </ul> <p>1 ECTS credits equals 25 hours, which includes class hours and time spent on independent work. The semester comprises teaching weeks, the period of additional examinations and the assessment of the student's achievement at the additional examinations.</p> <p>An additional Summer Semester can also be organized. If this is the case, the students shall consider the fact that they are not allowed to take more than 75 ECTS per academic year.</p> <p>240 ECTS program includes:</p>	

- 200 obligatory ECTS (for those who start General English from B1.0 it equals to 210 ECTS)
- 40 elective ECTS (for those who start General English from B1.0 it equals to 30 ECTS).

BA program in PR and Communication consists of general and specialty obligatory courses. It also includes elective courses, obligatory summarising project and free credit courses:

- General Obligatory University Courses includes 40 ECTS (for those who start General English from B1.0 it equals to 50 ECTS ). These subjects are:
  - History of Georgia
  - Georgian Orthography and Speech
  - Use of Information Technologies
  - Academic Writing
  - Foundations of Modern Thinking
  - Economics
  - General English (in 4 parts: from B1.0 to B2 level). Teaching of General English covers 2 to 4 semesters and is regulated by the University English Language Teaching Order. The length of study depends on the results that current student shows when passing Unified National Examinations in English before admission.
  
- Specialty Obligatory Courses includes 145 ECTS. Those are:
  - Psychology of Communication
  - Social Psychology
  - Psychology of Advertising
  - Marketing, basics
  - Integrated Marketing Communication
  - Digital Marketing
  - Theory and Practice of ADvertising
  - Branding
  - Brand Journalism
  - Management, basics
  - Project Management
  - Mass Communication
  - Visual Communication I
  - Visual Communication II
  - Communication Theory
  - Public Relations and Strategic Communication
  - Media Relations
  - Creative Writing
  - Public Speaking
  - Types of Personality and Neuro-linguistic programming (NLP)
  - Specialization PR1: Corporate Communication
  - Specialization PR2: Communication within Governmental and Non-Governmental organizations
  - Specialization PR3: Political Communication
  - Sociology
  - Data Analysis and Visualization
  - Research Methods
  - Professional English Language (2 parts in English). Classes follow General English B2 level.

- Obligatory Summarising Project - 20 ECTS
  - Planning and Implementing of PR Projects
  
- Elective Courses includes 40 ECTS (for those who start General English from B1.0, it equals 30 ECTS). Student is able to choose subjects from the following list:
  - Event Management
  - Media Monitoring
  - Psychology of Leadership
  - Ethnopsychology
  - Freedom of Expression: Main Thinkers
  - Intercultural Communication
  - Negotiations
  - Fundraising
  - Human Resources Management
  - Information Operations and Strategic Communication

Second Foreign Language with option in 4 parts: from A1.0 including B1)

- French Language
  - German Language
  - Spanish Language
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- Instead of Elective Courses, student is allowed to use Free Credit's system:
    - 20 ECTS maximum students can get from the other bachelor's program of Caucasus University or get recognition of the credits earned during their mobility.

The duration of the Bachelor's Degree program in PR and Communication comprises four academic years. Upon the expiration of this term, a student having academic liability shall be entitled to continue the course, within the additional semesters for maximum six academic years, with the purpose of completion of the educational program, by holding the student's status.

#### **Program Admission Precondition**

Any person completing full secondary education is entitled to enroll in the program. The pre-condition for enrollment in the Program is passing the Unified National Examinations. The Examinations are conducted by LEPL the National Examinations Center. Any exceptions to the Law on Enrolment at Higher Education Institutions are allowed only in the cases prescribed by Law.

## Qualification Description of the program

<b>Program Objectives</b>	<p><b>General Context of the Program</b></p> <p>There is a growing need of Public Relations in the XXI Century. People, whether consciously or unconsciously, have everyday social intercourse with this direction of communication. Success of companies operating in various sectors, as well as public perception of different political or economic processes or institutional reforms with certain accent, to a great extent depends on public relations.</p> <p>Accordingly, communication, public relations in particular, is one of the most crucially important directions nowadays. Qualified representatives of the sector, who have thorough knowledge of handling all current challenges of this profession, are needed for the process of introducing democratic values in the country on one hand and for the actors of different sectors, starting from big politics and giant business conglomerates ending with small business, NGO sector or civil campaigning, on the other.</p> <p>The PR and Communications Program of the Caucasus School of Media will prepare a wide profile specialists in the field of communication, who will have proficient general education, knowledge of certain directions of social sciences, profound competence in the field of communication and high level practical skills both in directions of public relations and in its adjacent sectors. The accents of the present program will make our graduates eligible for being employed not only in the field of public relations, but also in marketing, advertising or media industries.</p> <p><b>The Program has the Following Goals:</b></p> <p><b>Goal N1:</b> Graduates shall have the knowledge of the essence of the duties and responsibilities, which a person and in particular, the specialist of the mass communications sector, has in a democratic society in general; they will be aware of the influence of the communications field, its various contexts and the specialist's role in this context, as of the professional representative of the sphere.</p> <p><b>Goal N2:</b> Graduates shall have proficient general education, be aware of the principles of social sciences; have profound knowledge in specific directions of psychology, know different methods of public opinion surveys and be competent both in conducting surveys and analysing their results.</p> <p><b>Goal N3:</b> Graduates shall be able to provide reasonings in Georgian and English languages, develop opinions, listen to others and provide analysis; they shall have the skills of making discussions and presentations with particular focus on professional topics in both languages; shall have visual communication skills complying with modern technologies.</p> <p><b>Goal N4:</b> They shall be competent to work, in compliance with high professional standards and ethics required for a public relations specialist, both in government agencies and private or international/NGO sectors, in accordance with their specifications; they shall be also able to work in the adjacent sectors of the field – marketing and advertising.</p>
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	<p><b>Goal N5:</b> Graduates shall have a comprehensive knowledge of the components of strategic communications and relatively, the skills to use this knowledge in practice.</p> <p><b>Goal N6:</b> Graduates shall have the knowledge of media, its various contexts and formats, new media platforms and also the skills of actually using this knowledge; they shall understand the role of media as the mediator in process of strategic communications and be capable to work with it: raise interest of media, cooperate with media representatives and etc.</p>
<p><b>Program Learning Outcomes</b></p>	<p>The Bachelor's Program in PR and Communications prepares wide profile specialists of the field, who, upon completion of the program, will have proper knowledge of their goals, skills, responsibility and autonomy:</p> <p><b>Outcome N1:</b> Graduates will have the knowledge about civil and social significance of mass communication sector in a democratic society; be aware of the duties and responsibilities that is an attribute for every member of this professional group. Besides, they will have the understanding of their civil role, democratic and liberal values in general;</p> <p><b>Outcome N2:</b> Along with proficient general education, they will have profound knowledge of the principles of social sciences and certain directions of psychology, various methods for conducting public opinion surveys and be capable to carry out such surveys and analyse their results.</p> <p><b>Outcome N3:</b> Graduates will have the skills to provide argued reasoning on general and professional issues, listen to others' positions, conduct discussions and provide analysis; also, they will gain the skills in visual communications: photo and video shooting, processing materials and publishing them on relevant platforms by using modern technologies.</p> <p><b>Outcome N4:</b> They will gain deep knowledge of public relations, as a sector, also of related and adjacent specialties: marketing and advertising; will be aware of professional and ethic standard related to this field.</p> <p><b>Outcome N5:</b> According to the specifics of certain directions, they will be skilled in working in public relations field at government agencies, private and international/NGO sectors; also in adjacent directions – marketing and advertising. They will be able to work adequately and operatively on this position and be capable to quickly adapt to the multidiscipline and multicultural environment along with the ability to administer the project planned in the field.</p> <p><b>Outcome N6:</b> Graduates will develop the skills of planning and conducting a whole cycle of strategic communication. In particular, they will be skilled in identifying target audience(s), learning their characteristic features for further taking them into account in process, working out, administering/implementing a perfect communication plan and providing effective evaluation of its results.</p> <p><b>Outcome N7:</b> Graduates will have the knowledge of media as a system; have practical skills of cooperation with media sources and their representatives; be capable to create necessary</p>

	<p>documented and visual materials in this direction and publish them through various means, including new media platforms.</p> <p><b>Outcome N8:</b> Graduates will be able to conduct the process of obtaining knowledge independently, combine theoretical components with practical experience; be capable to adapt the western professional experience to the Georgian reality.</p>
<p><b>Spheres of Employment</b></p>	<p>Graduates of the Bachelor's Educational Program in PR and Communication will be eligible for being employed in PR and communications departments at:</p> <ul style="list-style-type: none"> <li>➤ Public institutions;</li> <li>➤ Private companies;</li> <li>➤ Local non-governmental and international organizations;</li> <li>➤ Independent studios, PR and marketing companies, advertising agencies, media research centres/projects;</li> </ul>
<p><b>Possibility to Continue Studies</b></p>	<p>The Program graduates are entitled to pursue education at Master's Degree Programs.</p>

<p><b>Evaluation System of Student's Knowledge</b></p>	
<p>The course offered by the Bachelor's Educational Program in PR and Communications envisages students' intensive involvement in the process of study and it is based on the principle of continuous evaluation of gained knowledge.</p> <p>The evaluation aims at identifying whether to what extent the results targeted by the teaching course have been achieved. Students' multi-component evaluation system ensures the assessment of the goals of the course and the results of study, which shall be achieved through certain and measurable criteria and rubrics. Students' evaluation is based on four major principles of assessment: Reliability, Fairness, Transparency and Validity .</p> <p>Two methods of evaluation shall be applied for the students' assessment: determinative and developmental. The determinative assessment aims at accurate evaluation of a student's achievement. It controls the quality of study and determines the level of a student's achievement against the goals set out in the teaching course. The developmental assessment aims at the development of a student. It provides feedback of the student's achievement.</p> <p>The evaluation system allows for 5 types of positive evaluations:</p> <ul style="list-style-type: none"> <li>• (A) Excellent – 91-100 points of evaluation;</li> <li>• (B) Very good - 81-90 points of maximum evaluation;</li> <li>• (C) Good – 71, 80 points of maximum evaluation;</li> <li>• (D) Satisfactory – 61-70 points of maximum evaluation;</li> <li>• (E) Sufficient – 51-60 points of maximum evaluation.</li> </ul> <p>Two types of negative evaluation:</p> <ul style="list-style-type: none"> <li>• (FX) Did not pass – 41-50 points of maximum evaluation, meaning that a student needs to work more for passing and is granted the right to sit an additional examination by means of an independent work;</li> <li>• (F) Fail – 40 and less points, meaning that the work of the student is not sufficient and he/she has to retake the course.</li> </ul>	

Granting credit to a student shall be based on final assessment, which is calculated by summing the scores of midterm and final evaluations.

The scores of the conclusive evaluation shall not be added to the student's evaluation through the additional examination. The evaluation through the additional examination is the conclusive evaluation and it affects the final assessment of the learning component in the educational program.

The evaluation system for the level of achievement of students learning outcomes is comprised of midterm and final evaluations. The share of the sum of midterm evaluations from the maximum points of the academic component - i.e. 100 points, constitutes 70 points and 30 points remain for the final examination.

Minimum competence threshold is determined in both forms of interim and conclusive assessments. The interim assessment provides the evaluation components – 70 scores in total.

For each component of assessment, the evaluation is based on the accurate and precise criteria that are focused on the predetermined target of teaching and the form of the assignment and also, on the schedules/rubrics of evaluation worked out on the basis of these criteria. A student shall collect at least 51% of 70 scores in total for the interim assessments of the first year teaching courses (except B2 in English) for admission to the final examination. The examination shall be deemed passed provided that a student gets at least 60% of 30 scores.

The student is entitled to retake the final examination within the period of time determined by the administration, however within no less than the period of 5 days since the announcement of the final examination results.

A student shall get F-0 score if he/she gains 0-50 scores in final assessment or fails to overcome the minimum threshold in any of the two forms (interim/conclusive) of assessment.

The assessment of students' knowledge is made through both, oral and written (test, open inquiries, research essay and other) testing. The assessment components and their relative share will be provided in the syllabus of a specific course and will be communicated to the student in the beginning of the semester. The syllabus shall be uploaded in the online system for the control of teaching processes prior to the beginning of the course.

### Teaching and Learning Methods

1. **Verbal/oral method** - Envisages a lecture, narration, conversation and etc. In this process, a pedagogue delivers, explains learning material verbally and in their turn, students actively perceive and absorb the delivered information through listening, remembering and analyzing.
2. **Written method** - Envisages making extracts and notes, making synopsis of the learning material, composing thesis, abstracts or essays and etc.
3. **Laboratory method** - Work in classroom, displaying videos and etc.
4. **Practical method** - A student, on the basis of the gained knowledge, performs independent activities: practical tasks, field works and etc.
5. **Explanatory method** – Discussion on a particular issue, i.e., professor provides examples and discusses all sides and details.
6. **Discussions/debates** – One of the most common methods of interactive teaching. Quality of Students' involvement is higher; classes are more dynamic and students are more active. Any discussion can turn into a debate. The method allows professors to give questions and get answers and enables students to develop skills of discussion and debates and prepares them for justifying their opinions and points.
7. **Role play** – Students are assigned different roles, which allows them to look at a problem from different perspectives. Like debates, role play also helps students develop skills needed for giving their opinion and justifying their judgments.

8. **Team (Collaborative) work** - The method implies dividing students into teams and assigning different tasks to them. Each team member works on the task individually and shares his/her ideas with the rest. Depending on the type of task, team members can change tasks and roles. The strategy ensures students' maximum involvement in the learning process.
9. **Case Studies** – Professors and students discuss a particular case and fully comprehend an issue at hand. This approach helps students to understand an issue from different perspectives. Students learn analytical thinking and skills to work in groups.
10. **Method of Demonstration** – Displaying visual and audio materials. Material can be given by both - professors and students; the method implies giving visual information on the whiteboard or carrying out a complex laboratory experiment.
11. **Problem Based Learning (PBL)** – A problem is given and analyzed in order to acquire knowledge.
12. **Heuristic method** – Is largely incremental. Students are to discover facts on their own and make links between them.
13. **Inductive Method:** The way of passing knowledge by specific examples or activities, which leads to Generalization.
14. **Deductive Method:** The way of passing knowledge by general rules, which leads to specific examples or activities.
15. **Analysis** - With this method a problem is disintegrated into components. This method facilitates to comprehensive analysis of each of the constituent elements of a more complex problem.
16. **Synthesis** - Method of synthesis is opposite of the process of analysis. One whole is made by grouping its constituent elements, which allows students to look at a problem as one whole.
17. **Action-oriented teaching** – Requires active participation of both professor and students where major emphasis is put on practical interpretation of theoretical knowledge.
18. **Project designing and presentation:** The method unites the learning-cognitive techniques, which shall be exercised by a student independently and the outcome of this performance shall be introduced by means of a mandatory presentation. Working on the project, according to the essence of the selected issue, consists of the stages of planning, research, practical activities and presentation of the results. A project may be carried out individually, in pairs or in groups, also for a single or several subjects (integration of subjects). The project shall be deemed fulfilled provided its results are presented visually, convincingly and in a certain form. The completed project may be presented to a wider audience.
19. **E-learning** - The method envisages teaching via internet or multimedia software. The components of the teaching process (goals, contents, methods, means and etc.) are implemented by means of specific internet tools. The presented program includes the “attended” form of e-learning method, during which the teaching is conducted within the contact hours of students and pedagogues, but the teaching material is transferred by means of an online course.
20. **Cooperative Learning** – Where the whole class is responsible not only for his/her own learning and understanding of the subject matter but also for aiding and assisting others in better understanding it. Each student works on a problem until he/she fully understands everything
21. **Brain storming** – The method facilitates to generating as many ideas about a particular topic as possible. The method encourages creativity; it is particularly efficient with a large group of students and consists of a few stages: Creative approach to a problem/issue, listing to ideas without criticism, etc, developing creative approach for solving problems.

#### Program Resources

#### International Relations

International relations and internationalization are among top priorities of Caucasus University and Caucasus School



of Media. The process together with Caucasus School of Media is organized by the Department of International Relations. 111 memorandums of understanding are signed for the moment with 52 countries' universities. 13 partners among have similar programs. The students of BA program of PR and Communication are able to use the opportunity of bilateral exchanges between partners:

1. Savannah State University, USA
2. Fairleigh Dickinson University, USA
3. Budapest Metropolitan University, Hungary
4. FH JOANNEUM University of Applied Sciences, Austria
5. University of Warsaw, Poland
6. Riga International School of Economics and Business (RISEBA), Latvia
7. LCC International University, Lithuania
8. Izmir University of Economics, Turkey
9. J.F. Oberlin University, Japan
10. Istanbul Bilgi University, Turkey
11. Ming Chuan University of Taiwan, Taiwan
12. The Manilla Times College, Philipins
13. Aurel Vlaicu" University of Arad, Romania

Besides of bilateral international relations, Caucasus University is a part of EU funded "Erasmus+" exchange programs. It includes individual exchanges of academics, staff members and students with 39 partner universities. Students can enroll in programs and get credits in these 9 universities:

1. Budapest Metropolitan University, Hungary
2. Aristotle University of Tessaloniki, Greece
3. National University of Political Studies and Public Administration, Romania
4. Babes-Bolyai University, Romania
5. Turiba University, Latvia
6. Koc University, Turkey
7. SMK University of Applied Social Sciences, Lithuania
8. LCC International University, Lithuania
9. Kauno Kolegija/ Kaunas University of Applied Sciences, Lithuania

The information regarding all bilateral and other opportunities offered within **the Erasmus+** along with the rules for their use are available for any interested person at the Caucasus University.

Caucasus School of Media a member of international non-governmental organization [„Youth4Media“](#) Munster, Germany. Students are having possibility to be a part of professional projects outside of Georgia.

#### **Partners:**

Career Development Office aims to provide students and alumnies by open and exclusive vacancies from different fields. The Office supports the whole process of getting offers, spreading information and choosing relevant candidates for current position. Caucasus Univeristy has 105 memorandums of cooperation signed with the partners including governmental bodies, NGOs and private companies. These memorandums have resulted in accepting numerous offers from partners to the Employment Centre of the Caucasus University, which forwards them to students and graduates and also, assissts partners in fiding the desirable staff.

In addition, the Caucasus School of Media has signed cooperation memorandums with different companies and PR

agencies, where students can enjoy internship in strategic communications and other adjacent directions. These Partners are:

- Sun Petroleum Georgia - Gulf
- Gobal Benefits Georgia
- Dirsi
- Event Shop
- Innova
- IDS Bordjomi Georgia
- Anagrama
- Wissol Petroleum Georgia
- Peritus Group
- PR Agency - Publicity Group
- Agency "BetterFly"
- PR Agency – LTD "Center of Strategic Communication"
- Broadcasting Company – Rustavi 2
- TV Pirveli
- TV IMEDI
- TV MAESTRO
- Radio Free Europe – Radio Liberty
- Artarea TV
- Palitra TV
- Studio "Re"
- Radio Ucnobi
- Radio Palitra
- News Agency Interpressnews
- Netgazeti
- Newspaper – Kviris Palitra
- Newspaper – Batumelebi
- Liberali
- Association of Georgian Photographers
- Magazine "City"

## Material Resources

### Material resources

Caucasus University since 2017-2018 academic year is conducting educational activities in its own new building, which locates on 1 Paata Saakadze str., Tbilisi. The total area of the building is 11.179 m<sup>2</sup> from which 5.021 m<sup>2</sup> are study area. 12 million GEL was invested in repairing and maintenance of the building, as well as gardening. In the university are separated mandatory areas such as: 63 auditoriums, 170 m<sup>2</sup> hall, conference room, recreation space, administration area, storerooms, space for group working, sanitary spots, library (265 m<sup>2</sup>), laboratories, archive, 2

canteen areas (380 m<sup>2</sup>). Above mentioned ensures effective management of educational and administrative processes. Additionally, Caucasus School of Business has separate rooms for “Start-Up Accelerator”, equipped with modern equipments, as following: VR technology, editing equipments, “Smart Board” and etc.

The University has efficient system of supplying electricity, separated sanitary-hygiene spots, which are constantly provided with water and are accordingly cleaned. The sanitary-hygiene and safety rules are adhered and lighting and ventilation are provided. The perimeter of Caucasus University is adapted to disabled people (facilities, elevators and etc.). Each auditoria has natural and artificial lighting. The central heating system is installed, the whole university perimeter is protected by security service “Magistri”, inside and outside perimeter is controlled by surveillance cameras. Mechanisms for fire protection, safety and medical assistance have been developed.

Computers with internet and software necessary for each educational program are available for students and the academic staff. Classrooms are equipped with relevant appliances and teaching resources (multimedia projector, computers, audio-video devices, white boards, desks, chairs).

### **Information-Communication Technologies**

The material and technical resources of the University ensure the goals set by the Bachelor’s Program. Specifically, computer equipments connected to the internet are accessible for the students and academic personnel. The computers are equipped with appropriate instruments and internet. The auditoria are equipped with relevant techniques (multimedia projector, computer, audio-video techniques and etc.) Computer lab and technics meet modern requirements and are relevant to academic educational program, connected to the internet and accessible for the students, academic, invited and administrative personnel. The computers are equipped with appropriate instruments/applications. The auditoria and computer classes are equipped with local net and internet

The University operates an electronic system for organizing the educational process, which fosters academic process and makes monitoring of the students’ academic performance possible at all times.

The University makes the catalogue of the educational programs and the information on implementation of the educational programs and conducting the educational process through university webpage. The university ensures information publicity and accessibility at all times. The University Library has an electronic catalogue.

Nowadays, Caucasus University is equipped with modern computer technics, photocopying machines (they were replaced with the most up-to-date ones in 2018). The University has eight computer classes on A, B and C floors, equipped with PC and multimedia projector. Such Projectors and Computers are available in each auditorium. The University administration and practically all the employees have access to the computers and internet. The University operates a Computer Park with more than 350 units. In addition, the University has printers and scanners; a few so-called Smart Boards, photocopying machines “Kyocera” brand, color photocopying machines “HP MFD” type. Wi-Fi and IP telephone connection are accessible throughout the whole University premises. There are three modern servers in the University Server Department where appropriate net equipment is installed (with Cisco and “Nortel switches, Fortinet, NG Firewall, wireless controller and access point; etc.) more than 100 such devices. The University is connected to the external net and has 150/150 Mbps access to local and global connections.

The mentioned resource is accessible for students, academic, invited and administrative personnel. All the interested persons are informed on the possibility of using these resources and are familiar with the rules and procedures of their utilization.

### **Library resources**

Caucasus University Library is one of the most important educational and closed type structural unit of the university. Here are protected Georgian and foreign, printed and electronic editions accessible for students, academic, invited and administrative personnel. The library is equipped with relevant techniques and property necessary to ensure maximum comfort for modern readers.

The University library has printed and electronic fund necessary for implementation of the Bachelor's Program of Business Administration. Considering specifics of the program students have access to international electronic resources:

1. Taylor And Francis Online
2. Cambridge Journals Online
3. BioOne Complete
4. e-Duke Journals Scholarly Collection
5. Edward Elgar Publishing Journals and Development Studies e-books
6. IMechE Journals
7. Openedition Journals
8. Royal Society Journals Collection
9. SAGE Premier
10. EBSCOHost Elit package:
  - ✓ Academic Search Elite
  - ✓ International Security & Counter Terrorism Reference Center
  - ✓ Business Source Elite
  - ✓ Regional Business News
  - ✓ ERIC
  - ✓ MasterFILE Elite
  - ✓ Library, Information Science & Technology Abstracts
  - ✓ AHFS Consumer Medication Information

All the interested persons are informed on the possibility of using these resources and are familiar with the rules and procedures of their utilization.

#### **Studio of the Caucasus School of Media**

Studio operates for the students of educational programs of the Caucasus School of Media. This space is intended for helping the students develop the skills of exercising the knowledge obtained through learning courses and various student projects in practice. The specialists in communications shall have perfect knowledge of the issues related to the work of media - how the programs are recorded, how multicameras shoot, what is the principle of newsroom operation, how a guest shall be positioned in the studio, how the lights and focus shall be adjusted. They shall be also skilled in working in front of the camera and prompter. All these skills can be effectively obtained by the students of the Caucasus School of Media thanks to the studio equipped with modern appliances.

TV pavilion, newsroom, online radio CSM are the parts of the studio which is managed by the managers responsible to administrate the process.

Studio of the Caucasus School of Media includes one studio, newsroom, video and audio mixer as well as online radio CSM. Youth platform - Online Radio CSM has been working since 2016 by support of SIDA and Open Society Foundation. It is equipped by 7 professional voice recorders TASCAM DR-05, Sony Action Cam HDR-AS100V,

broadcasting and editing laptops. The radio works under the permanent mentorship of German Deutsche Welle Academy

TV pavilion is equipped by all needed technical facilities for broadcasting and live-streaming, including TV directors' panel, 5 channels' video server and programs, audio mixer. It is possible to work in live with multicamera recording, to stream to the different channels, to support graphical part of the product, etc. Besides, studio has 7 video cameras, 4 - JVC JY-HM360E and 3 - JVC GY-HM100E, with full package - tripods, microphones, etc; lighting systems - Dedolight Classic Series 150W, Dedolight Soft Baby Classic Series 150W; photocameras, editing suites, etc.

Interested persons are provided with the information about the opportunity to use the aforementioned resources along with the relevant instructions of use.

### **Scientific Research Center of the Caucasus School of Media**

A Scientific Research Center started to operate at the Caucasus School of Media in January, 2019 with the purpose to foster the conduct of scientific-research activities, to work out and implement scientific policy within the educational programs of the school. The center has the following functions: to work on scientific grant programs; to supervise conduct of scientific projects; to provide editing and publishing of articles and scientific works by the academic staff in the magazine/collection of publications of scientific works of the Caucasus University; to organize students' involvement in international student activities; to arrange/hold students' scientific conferences. The Scientific-Research Center has the head, who shall be appointed and dismissed by the President of the Caucasus University under the nomination of the Dean.

### **Program's Financial Provision**

The financial sustainability of the Bachelor's Educational Program in PR and Communications is guaranteed by the Program Budget.

Program Budget is jointly drafted by: Department for Financing of the Caucasus University, Administration of the Caucasus School of Media and the head of the given program. The budget contains the incomes from the tuition fees and other expenditures necessary for perfect operation. The financial calculations rely on the data taken according to the program, including: teaching-learning cost, research component, development, internationalization, accreditation-authorization and etc. In details, the data takes into account the following:

- Contact hours needed for teaching;
- quantity of subjects (mandatory as listed; optional, foreign language);
- remuneration of lecture hours;
- material support to a student in process of teaching;
- administrative expenditures of the university;
- the costs of program development/accreditation/internationalization;
- Unforeseen presumable costs during the program.

Furthermore, the program budget stipulates the “University Reserve Fund”, which aims at covering all required costs for program’s proper operation in case there is the minimum number of students. In case of the program amendment, the budget of the program shall be corrected accordingly.

The Bachelor’s Educational Program in PR and Communications is financially profitable, hence, allocation of the aforesaid financial resources are quite feasible; nevertheless, the presented program has financial support from the budget of the Caucasus University, if necessary.

**Program Curriculum**  
(With the indication of modules, courses, relevant credits)

	Course Code	Prerequisite	Course / Module	Study Year								Overall ECTS Credits
				I		II		III		IV		
				ECTS Credits								
				I Semester	ster	I Semester	II Semester	I Semester	II Semester	I Semester	II Semester	
<b>I Academic Year</b>												
<b>Obligatory Courses</b>												
1.	COMM 1130	None	Communication Theory	5								
2.	HIST 1030	None	History of Georgia	5								
3.	GEO 1130	None	Georgian Orthography and Speech	5								
4.	CIS 1230	None	Use of Information Technologies	5								
5.	PSYC 2131	None	Psychology of Communication	5								
6.	ENGL 0005 ENGL 0007	None	General English B1.0/B2.0	5								
7.	ACAW 1230	None	Academic Writing		5							
8.	MCOM 1231	None	Mass Communication		5							
9.	SOCI 2130	None	Sociology		5							
10.	PHIL 1030	None	Foundaments of Modern thought		5							
11.	PR 1230	None	Public Relations and Strategic Communication		5							

12.	ENGL 0006 ENGL 0008	ENGL 0005 ENGL 0007	General English B1/B2		5								
<b>II Academic Year</b>													
<b>Obligatory Courses</b>													
13.	PSYC 2130	None	Social Psychology		5								
14.	MARK 2230	None	Marketing, basics		5								
15.	COMM 2131	None	Visual Communication I		5								
16.	PR 2130	None	Media Relations		5								
17.	SPCH 1230	None	Public Speaking		5								
18.	ENGL 0007 ENGP 0131	ENGL 0006 ENGL 0008	General English B2.0 PT1 Professional English Language		5								
19.	WRIT 2230	None	Creative Writing			5							
20.	MARK 3130	MARK 2230	Integrated Marketing Communication			5							
21.	MENG 3130	None	Management, basics			5							
22.	COMM 2230	COMM 2130	Visual Communication II			5							
23.	ECON 0008	None	Economics			5							
24.	ENGL 0008 ENGP 0231	ENGL 0007 ENGP 0131	General English B2 PT2 Professional English Language			5							
<b>III Academic Year</b>													
<b>Obligatory Courses</b>													
25.	ADV 3130	None	Psychology of Advertising					5					
26.	MARK 3132	MARK 2230	Digital Marketing					5					
27.	DATA 3130	None	Data Analysis and Visualization					5					
28.	PR 3231	MENG 3130	Project Management					5					
29.	ADV 3230	ADV 3130	Theory and Practice of Advertising						5				
30.	PR 3130	PR 3130	Specialization PR 1: Corporate Communication						5				
31.	MARK 3131	None	Branding						5				
32.	PR 3230	PR 1230	Specialization PR2: Communication within Governmentan and Non-							5			



			Governmental Organizations										
33.	ENGP 0131	ENGL 0008	PT1 Professional English Language					5					
34.	ENGP 0231	ENGP 0131	PT2 Professional English Language						5				
<b>Elective Courses</b>													
35.	JOUR 4031	None	Media Monitoring					5					
36.	PSYC 4130	None	Psychology of Leadership					5					
37.	MCOM 2230	None	Freedom of Expression: Main Thinkers					5					
38.	EPSY 4030	None	Ethnopsychology						5				
39.	MCOM 2231	None	Intercultural Communication						5				
40.	PR 4130	None	Event Management						5				
41.	FREE 3001	None	Free Credit 1					5					
42.	FREE 3002	None	Free Credit 2						5				
43.	<p>შენიშვნა: Students who will finish English language courses, can choose from elective courses second foreign language.</p>												
<b>IV Academic Year</b>													
<b>Obligatory Courses</b>													
44.	PSYC 3230	PSYC 2131	Types of Personality and Neuro-Linguistic Programming (NLP)							5			
45.	RESH 2130	SOCI 2130 ACAW 1230 DATA 3130	Research Methods							5			
46.	PR 4131	PR 3230	Specialization PR3: Political Communication							5			
47.	MARK 4130	GEO 1130 MARK 3131	Brand Journalism							5			
48.	PRJ 3230	PR 4131 PR 2130 PR 4130 SPSY 4030	Planning and Implementing of PR Projects									20	
49.	Note: Scroll down for details about the course in Planning and Implementing of PR Projects												

Elective Courses												
50.	COMM 2230	PSYC 2131	Negotiation								5	
51.	FIN 4130	None	Fundraising								5	
52.	MENG 4030	MENG 3130	Human Resources Management									5
53.	STRC 4230	None	Information Operations and Strategic Communication									5
54.	FREE 4002	None	Free Credit 3								5	
55.	FREE 4003	None	Free Credit 4									5
The Block of Second Foreign Languages III-IV Academic Years												
56.	FREN 0001 FREN 0002 FREN 0003	None None None	French Language A1.0 French Language A1 French Language A.2.0							5		
57.	FREN 0002 FREN 0003 FREN 0004	FREN 0001 FREN 0002 FREN 0003	French Language A1 French Language A.2.0 French Language A.2								5	
58.	FREN 0003 FREN 0004 FREN 0005	FREN 0002 FREN 0003 FREN 0004	French Language A 2.0 French Language A 2 French Language B 1.0									5
59.	FREN 0004 FREN 0005 FREN 0006	FREN 0003 FREN 0004 FREN 0005	French Language A 2 French Language B 1.0 French Language B 1									5
60.	GERM 0001 GERM 0002 GERM 0003	None None None	German Language A1.0 German Language A1 German Language A.2.0							5		
61.	GERM 0002 GERM 0003 GERM 0004	GERM 0001 GERM 0002 GERM 0003	German Language A1 German Language A.2.0 German Language A.2								5	
62.	GERM 0003 GERM 0004 GERM 0005	GERM 0002 GERM 0003 GERM 0004	German Language A 2.0 German Language A 2 German Language B 1.0									5
63.	GERM 0004 GERM 0005 GERM 0006	GERM 0003 GERM 0004 GERM0005	German Language A 2 German Language B 1.0 German Language B 1									5

64.	SPAN 0001 SPAN 0002 SPAN 0003	None None None	Spanish Language A1.0 Spanish Language A1 Spanish Language A.2.0					5					
65.	SPAN 0002 SPAN 0003 SPAN 0004	GERM 0001 GERM 0002 GERM 0003	Spanish Language A1 Spanish Language A.2.0 Spanish Language A.2						5				
66.	SPAN 0003 SPAN 0004 SPAN 0005	GERM 0002 GERM 0003 GERM 0004	Spanish Language A 2.0 Spanish Language A 2 Spanish Language B 1.0							5			
67.	SPAN 0004 SPAN 0005 SPAN 0006	SPAN 0003 SPAN 0004 SPAN 0005	Spanish Language A 2 Spanish Language B 1.0 Spanish Language B 1								5		
ECTS Credits				Semester	30	30	30	30	30	30	30	30	240
				Year	60		60		60		60		

Note:

#### Planning and Implementing PR Projects

The Bachelor's Educational Program in PR and Communications gives its students profound knowledge in the sector and also, provides the development of the skills that will ensure their successful performance in a professional environment. Internship programs (offered both from the state and the private sectors) usually are not sufficient for standard testing of the knowledge gained at the higher educational institution. Although there are numerous training courses that provide the development of practical skills in the sphere of communications, the VIII semester of the program offers its students the 20 ECTS credits mandatory summarizing practical course in the field – Planning and Implementing PR Projects.

The Procedure: Based on current and new memorandums, the Administration of the Caucasus School of Media and the supervisors of the aforesaid programs annually select the organizations (private/NGOs/state institutions) to cooperate in this certain direction. The group of 2-3 students shall have one supervisor (a mentor from the Caucasus University who will be intensively involved in planning and implementing communications projects) and one co-supervisor (the head/representative of the organization's PR office in charge of supervising the groups' performance from the part of the organization). The students' groups will be given a task to draft and implement an actual strategic communications plan for

the company's products/services or other needs. The results will be evaluated by the project manager/supervisor and the co-supervisor both in the process and at the end of the project.<sup>1</sup>.

**The System of Free Credits:**

Aimed at full satisfaction of the student's academic interest, the Bachelor's Educational Program in PR and Communications at the Caucasus School of Media gives them an opportunity to collect 20 of 240 mandatory ECTS credits for completing the course, by means of free credits. With this purpose, a student, having high interest in different spheres, may replace the optional subjects by other subjects at other schools of the Caucasus University or other partner universities within the students' exchange programs, by means of defending the prerequisite, which is maximum 20 ECTS credits.

Course Code	Course	Prerequisite	ECTS Credits Overall	ECTS Credits
FREE 3002	Free Credit 1	Prerequisite	125	5
FREE 3003	Free Credit 2	Prerequisite	125	5
FREE 4004	Free Credit 3	Prerequisite	125	5
FREE 4005	Free Credit 4	Prerequisite	125	5

Overall Max 20 **ECTS** Credits

<sup>1</sup> Please see a syllabus of the subject.

### Human Resources of the PR and Communication Program

N	Name and Surname	Status	Course
1.	Nino Zhizhilashvili	Professor	1. Mass Communication 2. Visual Communication II <i>The course is led together with the invited lecturer, Mikheil Kotetishvili</i>
2.	Gocha Saitidze	Professor	History of Georgia
3.	Giorgi Datukishvili	Professor	1. Use of Information Technologies 2. Data Analysis and Visualization
4.	Flora Esebua	Professor	1. Sociology <i>The course is conducted with the assistant, Irakli Meparishvili</i> 2. Research Methods <i>The course is led together with invited lecturer, Kristine Lortkipanidze</i>
5.	Mamuka Andguladze	Professor	Freedom of Expression: Main Thinkers
6.	Nato Asatiani	Associate Professor	Specialization PR3: Political Communication
7.	Elene Jgarkava	Associate Professor	1. Marketing, basics 2. Branding
8.	Irine Tabutsidze	Associate Professor	1. Psychology of Communication 2. Psychology of Leadership 3. Ethnopsychology
9.	Irine Tsintsadze	Associate Professor	Intercultural Communication
10.	Sophio Kvintradze	Associate Professor	1. Specialization PR1: Corporate Communication 2. Brand Journalism
11.	Tamar Buadze	Assistant	Georgian Orthography and Speech Course is conducted together with invited lecturer, Levan Berdzenishvili
12.	Ketevan Intskirveli	Assistant	1. Academic Writing

			<i>Course is led together with invited lecturer, Levan Berdzenishvili</i> 2. Public Speaking <i>Course is led together with associated professor, Irine Tsintsadze</i>
13.	Irakli Meparishvili	Assistant	Sociology <i>Course is led together with professor Flora Esebua</i>
14.	Levan Berdzenishvili	Invited Lecturer	1. Fundamentals of Modern Thinking 2. Georgian Orthography and Speech <i>Course is led together with assistant Tamar Buadze</i> 3. Academic Writing <i>Course is led together with assistant Ketevan Intskirveli</i>
15.	Berdia Natsvlashvili	Invited Lecturer	Public Relations and Strategic Communication
16.	Tinatin Khidasheli	Invited Lecturer	Information Operations and Strategic Communication
17.	Nikoloz Nergadze	Invited Lecturer	1. Theory of Communication 2. Theory and Practice of Advertising
18.	Beka Adamashvili	Invited Lecturer	Creative Writing
19.	Khatuna Iosava	Invited Lecturer	Media Relations
20.	Kristine Lortkipanidze	Invited Lecturer	Research Methods <i>The course is led together with professor Flora Esebua.</i>
21.	Tamar Sartania	Invited Lecturer	Negotiation
22.	Ana Gogichadze	Invited Lecturer	Integrated Marketing
23.	Tinatin Magradze	Invited Lecturer	1. Management, basics 2. Project Management
24.	Salome Benidze	Invited Lecturer	Specialization PR2: Communication within Governmental and Non-Governmental organizations
25.	Mariam Kvaratskhelia – Zirakashvili	Invited Lecturer	1. Psychology of Advertising 2. Types of Personality and Neuro-Linguistic Programming (NLP)
26.	Beka Adamashvili	Invited Lecturer	Digital Marketing
27.	Eldar Pirmisashvili	Invited Lecturer	Event Management
28.	Khatuna Khazhomia	Invited Lecturer	Social Psychology
29.	Tavit Tutberidze	Invited Lecturer	Economics

30.	Natia Gedenidze	Invited Lecturer	Visual Communication I
31.	Mikheil Kotetishvili	Invited Lecturer	Visual Communication II <i>The course is led together with professor Mikheil Kotetishvili</i>
32.	Giorgi Arabuli	Invited Lecturer	Media Monitoring
33.	Levan Alphaidze	Invited Lecturer	Fundraising
34.	Lili Bibilashvili	Invited Lecturer	Human Resources
35.	Natalia Koroshinadze	Invited Lecturer	General English B1.0/B1
36.	Ana Gadabadze	Invited Lecturer	General English B2.0/B2
37.	Nona Popiashvili	Invited Lecturer	Professional English Language
38.	Tinatin Gelekhva	Invited Lecturer	French Language
39.	Amalia Mkhitariani	Invited Lecturer	Spanish Language
40.	Ketevan Nikoladze	Invited Lecturer	German Language