



Caucasus University

Caucasus School of Media

Name of Educational Programme	
	სტრატეგიული კომუნიკაცია
Name of Educational Programme in English	
	Strategic Communication
Level of Higher Education	
	Master's Degree Program
Type of Educational Programme	
	Academic
Language of Instruction	
	Georgian
Awarded Qualification, Code	
In Georgian	სოციალურ მეცნიერებათა მაგისტრი საზოგადოებრივ ურთიერთობებში (070302)
In English	Master of Social Science in Public Relations
Dates of Program Approval and Renewal	ბრძანება N01/05-111; 07/08/2009 ბრძანება N01/01-24; 27/09/2012 ბრძანება N01/01-18; 25/01/2014
Program Coordinator/Co-Coordinator	Coordinator: Associated Proffesor, Nata Asatiani

Program Volume in Credits

Master's Degree Program comprises 120 ECTS credits.

- I Academic year - 70 ECTS credits
- II Academic year – 50 ECTS credits

The duration of the Master's Degree program in Strategic Communication is two academic years.

The academic year is constructed with semestrial principle. Each semester – the first (fall) and the second (spring) includes 20 calendar weeks. In case of summer semester that is possible to organize additionally, student is not allowed to gain more then annual 75 ECTS credits.

1 ECTS credit equals 25 hours, which includes class hours and time spent on independent work.

Master's Degree Program in Strategic Communication includes:

- a) 49 Obligatory ECTS credits;
- b) 28 elective ECTS credits;
- c) 22 research module ECTS credits;
- d) 21 Practical module ECTS credits.

The succession of subjects serves the achievement of the goals set by the program and development of students' profound knowledge and effective practical skills in the sector.

The student of the Strategic Communication Program is offered an opportunity to collect 7 credits instead of optional subjects by alternative means: either by taking subjects in the scope of their interests at other schools of the Caucasus University instead of optional subjects, or at partner universities abroad (maximum 21 ECTS) or by taking a professional field practice (maximum 14 ECTS).

Program Admission Precondition

The precondition for admission to the Master's Program in Strategic Communications is:

- a) Bachelor's or its equivalent academic degree;
- b) successful pass of the general Master's Examination (A test)
- c) Successful completion of inter-university procedures, which consist of getting an application package, verification of language knowledge level (B2) and an interview.

In case of students' mobility to the program, the case will be considered by the program director and the Dean of the School pursuant to the terms set above. The decision on the mobility of a student shall be registered under the overall order by the President of the University.

Qualification Description of the Program

Program Objectives

1. The graduate shall have theoretical, systemic and profound knowledge in strategic communication.
2. The graduates shall have practical skills to work in the sphere of strategic communication: They should be able to work out, implement and monitor a strategic communication document on the basis of their knowledge in integrated marketing, social media, advertising, management and other adjacent sectors.
3. The graduate shall have managerial skills, be able to lead a team, be capable to adapt to the novelties in the sphere, to introduce and develop

	<p>creative ideas.</p> <ol style="list-style-type: none"> 4. The graduate shall have theoretical knowledge and practical skills in conducting a research and analyzing its results. 5. The graduate shall have acknowledged the most topical obligations and responsibilities undertaken before the society within the challenges of the sector and be aware of their role in process of developing of a democratic society as that of the specialist of strategic communications.
<p>Program Learning Outcomes</p>	<ol style="list-style-type: none"> 1. The graduates will have deep and systemic knowledge in the sphere of strategic communications; they will be cognizant of challenges of the sector and be able to quickly comprehend and exercise innovations. 2. The students will gain high level competence required for a specialist of the sphere of strategic communications, including, skills in academic writing and creating necessary documents on a professional level; They will be proficient in making verbal and visual presentations and skilled both in individual and team work. 3. The graduates will be adept to plan, implement and evaluate PR campaigns at higher professional standards. In these terms, they will be capable to exercise their practical skills for different sector: politics, business, non-governmental sector, and etc. 4. The students will have gained the skills that are necessary for a manager in the sphere, among them, project management, leadership; they will be skillful in making quick decisions, accepting and developing innovative, original and creative ideas. 5. The graduates will be capable to plan and implement academic researches and have theoretical knowledge of how to carry out qualitative and quantitative researches for using this knowledge in practice. The graduate will be also skilled in analyzing the results of researches carried out by others and using them in process of working on strategic communications document. 6. The graduates will appreciate the values and norms accepted in the sphere and profession of strategic communication and their work will be focused on fostering the introduction and popularization of democratic values.
<p>Spheres of Employment</p>	<p>Graduates of the Master's Educational Program in Strategic Communication will be eligible for being employed at executive and legislative branches of government, public institutions, private companies, international and local non-governmental organizations and independent companies.</p>
<p>Possibility to Continue Studies</p>	<p>The Program graduates are entitled to pursue education at Doctor's Degree Programs.</p>

<p>Evaluation System of Student's Knowledge</p>	
<p>The course envisages students' intensive involvement in the process of study and it is based on the principle of</p>	

continuous evaluation of gained knowledge.

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 .

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.

The evaluation system allows for 5 types of positive evaluations:

- (A) Excellent – 91-100 points of evaluation;
- (B) Very good - 81-90 points of maximum evaluation;
- (C) Good – 71, 80 points of maximum evaluation;
- (D) Satisfactory – 61-70 points of maximum evaluation;
- (E) Sufficient – 51-60 points of maximum evaluation.

Two types of negative evaluation:

- (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;
- (F) Fail – 40 and less points, meaning that the work of the student is not sufficient and he/she has to retake the course.

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

Theoretical and practical classes are balanced in the curriculum of the Master's Program in Strategic Communications. The program is focused on the growth of students' scientific knowledge and awareness, working out their analytical skills and their development as the professionals having acquired modern knowledge, though, at the same time, certain periods will be allocated for working out the skills of exercising theoretical knowledge in real life.

With this purpose, the following methods are applied in accordance with the specifics of the teaching course:

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.

The teaching and learning methods of certain course will be reflected in the syllabus of relevant teaching course. A professor may use one of more methods given above, or any other method resulting from specific task of the study. The definition of the essence of the teaching methods approved in course of teaching is presented in the didactic conception of the Caucasus University.

Program Resurces

Resources for impementation of the Program:

The Caucasus University and the School of Media have sighned cooperation memorandums with different

universities worldwide as well as with governmental and non-governmental organizations:

Partner Universities:

- Tbilisi State University;
- Fairleigh Dickinson University (USA);
- University of Warsaw (Poland)
- Lviv Academy of Commerce (Ukraine)
- GIPA (Georgia)
- Fairleigh Dickinson University, USA (საშ)
- IESB, Brasilia Higher Education Institute, Brazil (Brazil)
- Ming Chuan University of Taiwan (Taiwan)
- J. F. Oberlin University, Japan (Japan)
- Chester University, UK (UK)
- University of New Yourk in Prague - UNYP, (Czech Republic)
- Association of Private Universities of Georgia (Georgia)

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-Technical 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 m² from which 5.021 m² 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 m² hall, conference room, recreation space, administration area, storerooms, space for group working, sanitary spots, library (265 m²), laboratories, archive, 2 canteenareas (380 m²). 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 techniques 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 techniques, 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

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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 Curriculum

Nº	Course Code	Prerequisite	Course / Module	Study Year				ECTS Credits
				I		II		
				ECTS Credits				
				I Semester	II Semester	III Semester	IV Semester	
Obligatory Courses								
1.	GEO 5130	None	Academic Writing	7				
2.	PR 5130	None	Public Relations Strategy and Tactics	7				
3.	MCOM 5132	None	Theory of Mass Communication	7				
4.	MARK 5230	None	Marketing	7				
5.	MENG 5230	None	Concepts of Management: theory and practice	7				
6.	PR 5230	None	Event Management		7			
7.	PR 5231	None	PR and New Media		7			
Specialty Obligatory Course Module								
1.	PR 5232	MCOM 5132	Image Making			7		
2.	PR 5332	PR 5130	Public Relations During Elections			7		
3.	MCOM 5130	None	Media Law and Public Policy			7		
4.	ECON 5330	None	Economics			7		
5.	MCOM 5330	None	Intercultural Communication			7		
6.	MENG 5233	None	Human Resources Management			7		
7.	PR 5231	GEO 5130	Corporate Communication			7		

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8.	MARK 5330		Branding			7		
9.	STRC 5230		Information Operations and Strategic Communication			7		
			Research Module					
1.	MCOM 5131	GEO 5130	Research Methods and Research in Media			7		
2.	MCOM 5331		Master Thesis Defense				15	
			Practical Module					
1.	PR 5131	GEO 5130	Writing for Public Relations		7			
2.	ADV 5230	MCOM 5132	Theory and Practice of Advertising		7			
3.	MENG 5130	MENG 4230	Project Management		7			
ECTS Credits			Semester	35	35	28	22	
			Year	70		50		
			Courses / Modules Per year	10 Courses		5 Courses and Master's Thesis		

Note:

The System of Free Credits:

For ensuring better satisfaction of the students' academic interests, growth of contact between the communication sphere and industry and intensive involvement of students in scientific activities, the Caucasus School of Media gives an opportunity to its students to collect maximum 21 ECTS free and 14 ECTS field credits out of 120, necessary for program completion, by means of field practice. The procedures related to the field practice is regulated by the annex. The field practice will be deemed passed if a student works for 175 hours, accomplishes written assignments envisaged by the statute of the practice within determined time limits (interim and final reports) and submits to the school the student's assessment form filled in by the practice supervisor.

Course Code	Course	Prerequisite	ECTS Credits Overall	ECTS Credits	
FRMJ 0001	University Course 1 (Free Credit 1)	None	175	Overall Max21 ECTS	
FRMJ 0002	University Course 2 (Free Credit 2)	None	175		
FRMJ 0003	University Course 3 (Free Credit 3)	None	175		
JRMA 0001	First Year Practice	None	175	7	Overall Max 14 ECTS
JRMA 0002	Second Year Practice	None	175	7	



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The course envisages students' intensive involvement in the process of study and it is based on the principle of

continuous evaluation of gained knowledge.

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 .

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.

The evaluation system allows for 5 types of positive evaluations:

- (A) Excellent – 91-100 points of evaluation;
- (B) Very good - 81-90 points of maximum evaluation;
- (C) Good – 71, 80 points of maximum evaluation;
- (D) Satisfactory – 61-70 points of maximum evaluation;
- (E) Sufficient – 51-60 points of maximum evaluation.

Two types of negative evaluation:

- (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;
- (F) Fail – 40 and less points, meaning that the work of the student is not sufficient and he/she has to retake the course.

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

Theoretical and practical classes are balanced in the curriculum of the Master's Program in Strategic Communications. The program is focused on the growth of students' scientific knowledge and awareness, working out their analytical skills and their development as the professionals having acquired modern knowledge, though, at the same time, certain periods will be allocated for working out the skills of exercising theoretical knowledge in real life.

With this purpose, the following methods are applied in accordance with the specifics of the teaching course:

22. **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.
23. **Written method** - Envisages making extracts and notes, making synopsis of the learning material, composing thesis, abstracts or essays and etc.
24. **Laboratory method** - Work in classroom, displaying videos and etc.
25. **Practical method** - A student, on the basis of the gained knowledge, performs independent activities: practical tasks, field works and etc.
26. **Explanatory method** - Discussion on a particular issue, i.e., professor provides examples and discusses all sides and details.
27. **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.
28. **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.
29. **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.
30. **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.
31. **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.

32. **Problem Based Learning (PBL)** – A problem is given and analyzed in order to acquire knowledge.
33. **Heuristic method** – Is largely incremental. Students are to discover facts on their own and make links between them.
34. **Inductive Method:** The way of passing knowledge by specific examples or activities, which leads to Generalization.
35. **Deductive Method:** The way of passing knowledge by general rules, which leads to specific examples or activities.
36. **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.
37. **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.
38. **Action-oriented teaching** – Requires active participation of both professor and students where major emphasis is put on practical interpretation of theoretical knowledge.
39. **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.
40. **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.
41. **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
42. **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.

The teaching and learning methods of certain course will be reflected in the syllabus of relevant teaching course. A professor may use one of more methods given above, or any other method resulting from specific task of the study. The definition of the essence of the teaching methods approved in course of teaching is presented in the didactic conception of the Caucasus University.

Program Resurces

Resources for impementation of the Program:

The Caucasus University and the School of Media have sighned cooperation memorandums with different

universities worldwide as well as with governmental and non-governmental organizations:

Partner Universities:

- Tbilisi State University;
- Fairleigh Dickinson University (USA);
- University of Warsaw (Poland)
- Lviv Academy of Commerce (Ukraine)
- GIPA (Georgia)
- Fairleigh Dickinson University, USA (სწი)
- IESB, Brasilia Higher Education Institute, Brazil (Brazil)
- Ming Chuan University of Taiwan (Taiwan)
- J. F. Oberlin University, Japan (Japan)
- Chester University, UK (UK)
- University of New Yourk in Prague - UNYP, (Czech Republic)
- Association of Private Universities of Georgia (Georgia)

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-Technical 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 m² from which 5.021 m² 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 m² hall, conference room, recreation space, administration area, storerooms, space for group working, sanitary spots, library (265 m²), laboratories, archive, 2 canteenareas (380 m²). 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 techniques 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 techniques, 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:

11. Taylor And Francis Online
12. Cambridge Journals Online
13. BioOne Complete
14. e-Duke Journals Scholarly Collection
15. Edward Elgar Publishing Journals and Development Studies e-books
16. IMechE Journals
17. Openedition Journals
18. Royal Society Journals Collection
19. SAGE Premier
20. 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 Curriculum

Nº	Course Code	Prerequisite	Course / Module	Study Year				ECTS Credits
				I		II		
				ECTS Credits				
				I Semester	II Semester	III Semester	IV Semester	
Obligatory Courses								
8.	GEO 5130	None	Academic Writing	7				
9.	PR 5130	None	Public Relations Strategy and Tactics	7				
10.	MCOM 5132	None	Theory of Mass Communication	7				
11.	MARK 5230	None	Marketing	7				
12.	MENG 5230	None	Concepts of Management: theory and practice	7				
13.	PR 5230	None	Event Management		7			
14.	PR 5231	None	PR and New Media		7			
Specialty Obligatory Course Module								
1.	PR 5232	MCOM 5132	Image Making			7		
2.	PR 5332	PR 5130	Public Relations During Elections			7		
3.	MCOM 5130	None	Media Law and Public Policy			7		
4.	ECON 5330	None	Economics			7		
5.	MCOM 5330	None	Intercultural Communication			7		
6.	MENG 5233	None	Human Resources Management			7		
7.	PR 5231	GEO 5130	Corporate Communication			7		

Nº	Course Code	Prerequisite	Course / Module	Study Year				ECTS Credits
				I		II		
				ECTS Credits				
				I Semester	II Semester	III Semester	IV Semester	
8.	MARK 5330		Branding			7		
9.	STRC 5230		Information Operations and Strategic Communication			7		
			Research Module					
1.	MCOM 5131	GEO 5130	Research Methods and Research in Media			7		
2.	MCOM 5331		Master Thesis Defense				15	
			Practical Module					
1.	PR 5131	GEO 5130	Writing for Public Relations		7			
2.	ADV 5230	MCOM 5132	Theory and Practice of Advertising		7			
3.	MENG 5130	MENG 4230	Project Management		7			
ECTS Credits			Semester	35	35	28	22	
			Year	70		50		
			Courses / Modules Per year	10 Courses		5 Courses and Master's Thesis		

Note:

The System of Free Credits:

For ensuring better satisfaction of the students' academic interests, growth of contact between the communication sphere and industry and intensive involvement of students in scientific activities, the Caucasus School of Media gives an opportunity to its students to collect maximum 21 ECTS free and 14 ECTS field credits out of 120, necessary for program completion, by means of field practice. The procedures related to the field practice is regulated by the annex. The field practice will be deemed passed if a student works for 175 hours, accomplishes written assignments envisaged by the statute of the practice within determined time limits (interim and final reports) and submits to the school the student's assessment form filled in by the practice supervisor.

Course Code	Course	Prerequisite	ECTS Credits Overall	ECTS Credits	
FRMJ 0001	University Course 1 (Free Credit 1)	None	175	Overall Max21 ECTS	
FRMJ 0002	University Course 2 (Free Credit 2)	None	175		
FRMJ 0003	University Course 3 (Free Credit 3)	None	175		
JRMA 0001	First Year Practice	None	175	7	Overall Max 14 ECTS
JRMA 0002	Second Year Practice	None	175	7	

Human Resources of the Program

Name and Surname	Status	Course:
Ketevan Intskirveli	Assistant	Academic Writing
Levan Berdzenishvili	Invited Lecturer	
Berdia Natsvlishvili	Invited Lecturer	Public Relations Strategy and Tactics
Niko Nergadze	Invited Lecturer	Theory of Mass Communication
Elene Jgarkava	Associate Professor	Marketing
Paata Brekashvili	Professor	Concepts of Management: theory and practice
Eldar Pirmisashvili	Invited Lecturer	Event Management
Beka Adamashvili	Invited Lecturer	PR and New Media
Elene Bendukidze	Invited Lecturer	Image Making
Dimitri Shashikini	Invited Lecturer	Public Relations During Elections
Mamuka Andguladze	Associated Professor	Media Law and Public Policy
Davit Tutberidze	Invited Lecturer	Economics
Irine Tsintsadze	Associate Professor	Intercultural Communication
Lili Bibilashvili	Invited Lecturer	Human Resources Management
Lela Liparteliani	Invited Lecturer	Corporate Communication
Elene Zgarkava	Associate Professor	Branding
Tinatin Khidasheli	Invited Lecturer	Information Operations and Strategic Communication
Tinatin Basilashvili	Invited Lecturer	Research Methods and Research in Media
Salome Modebadze	Invited Lecturer	Writing for Public Relations
Niko Nergadze	Invited Lecturer	Theory and Practice of Advertising